

# SEARS

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**SPRING AND SUMMER, 1959**

**SEARS, ROEBUCK AND CO.**  
Chicago 7, Illinois

*Satisfaction guaranteed or your money back*



Waist

lines

are

up

A

\$9.84

B

\$12.80

C

\$6.84



**Newest Shape of the Jacketed Dress . . .** (at right) deftly eased and underscored by a lifted waistline. In Dacron† and rayon . . . looks and feels like fine sheer wool, perfect for year 'round wear! Jacket is banded all around. Dress has abbreviated bodice; in back . . . scoop neckline, long zipper, kick pleat; 2-inch hem. Dress and jacket fully lined. Dry clean. Hat and jewelry sold on page 9. For gloves, see page 74. *Misses' sizes* 10, 12, 14, 16, 18. *State size*. Shpg. wt. 2 lbs. T 31Y7857—Geranium rose \$18.50 T 31Y7858—Navy \$18.50

## ..the rise of a new fashion

### **A High Waistline, Textured Cotton . . . Top Fashion Billing.**

Soft pleats and bow place the waist under a high tiny bodice. The skirt is gathered loosely in back from a high narrow band. Vibrantly printed cotton hopsacking. Button-back bodice; back slit; 2-in. hem. Hand wash separately.

*Fits Juniors and Misses . . . State size* 7-8, 9-10, 11-12, 13-14, 15-16. Shpg. wt. 1 lb. Bow clip sold on page 10.

T 31 Y 6234—Blue and bright green on aqua . . . \$9.84  
T 31 Y 6235—Olive green on light beige . . . 9.84

### **B The Sophisticated Black Crepe raises its waistline.**

The skirt falls easily into a tapered line from high shirred drawstring-effect. Dress is semi-lined. The fabric is acetate and rayon crepe that looks like fine silk. Dry clean.

*Fits Juniors and Misses . . . State size* 9-10, 11-12, 13-14, 15-16, 17-18. Shpg. wt. 1 lb. For hat, jewelry, shoes see p. 21.  
T 31 Y 7360—Black \$12.80 T 31 Y 7361—Navy blue \$12.80

### **C The Belt Reaches a New High revealing a very flattering**

line . . . nubby textured rayon (44%), acetate (44%) and silk (12%). Dress has detachable dickey, inverted bodice pleat in back; kick pleat; 2-inch hem. Hand wash separately.

*Fits Juniors and Misses . . . State size* 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. For beret, see page 7. For shoes, see page 15.

T 31 Y 3594—Ivory beige. Shpg. wt. 1 lb. 4 oz. . . . \$6.84  
T 31 Y 3595—Turquoise blue. Shpg. wt. 1 lb. 4 oz. . . . 6.84

For shipping information on items on these two pages see page 20  
Measure information and charts in blue section in back of book



**Soft Clutch Bag** of genuine leather has wide arched zipper in flap. Rayon moiré lining and coin purse. Mirror in pocket. About 11½x4½ in. 10% Federal Excise Tax included. Shpg. wt. 14 oz.  
88 Y 342E—Cornflower blue  
88 Y 343E—White  
Each . . . \$3.97

**Beguiling Bow Pump.** Leather sole and little 2½-inch heel. *Sizes:* B (medium) 5½, 6, 6½, 7, 7½, 8, 8½ and 9. *Please state size.* Shpg. wt. 1 lb. 9 oz.  
T 54 Y 8491A—Cornflower blue  
T 54 Y 8492A—Scarlet red calf  
T 54 Y 8493A—Bone calf  
T 54 Y 8494A—White calf  
Each pair . . . \$6.77

† DuPont T.M. for polyester fiber

FORMER ARMOSE SEARS 3

\$18.50



# The fresh Spring Greens

*borrowed from nature*



**[A] Print Ensemble** . . rayon (70%) and silk (30%) surah. Slim dress and fully lined jacket with the new high-waisted look. Inner waistband shapes dress front, eases the back . . lined to hips. Long back zipper; kick pleat; 2-in. hem. Dry clean. Gloves sold in glove section.

*State size.* Shpg. wt. 1 lb. 8 oz.

*Misses' sizes* 12, 14, 16, 18, 20.

T 31 Y 7859—Spring green . . . \$17.00

T 31 Y 7860—Bright blue . . . 17.00

*Half sizes* 14½, 16½, 18½, 20½, 22½.

T 31 Y 7984—Spring green . . . \$18.00

T 31 Y 7985—Bright blue . . . 18.00

**[B] 65% Dacron and 35% Cotton** with permanently embossed scallops . . automatic wash and wear . . machine wash (see page 33). Dress has set-in waistband with elastic at sides; back zipper; kick pleat; 3-inch hem. Wt. 1 lb. 2 oz.

*Fits Juniors and Misses . . State size*

7-8, 9-10, 11-12, 13-14, 15-16.

T 31 Y 5162—Spring green . . . \$9.54

T 31 Y 5163—Light beige . . . 9.54

T 31 Y 5164—Pale lilac . . . 9.54

*Half sizes* 14½, 16½, 18½, 20½, 22½. Measure, order correct size.

T 31 Y 5910—Spring green . . . \$10.54

T 31 Y 5911—Light beige . . . 10.54

T 31 Y 5912—Pale lilac . . . 10.54



Bag sold  
on  
page 17





**Flare Silhouette** with a free and easy fascinating swing. 2-pc. dress in a fine combed cotton that has a subtly textured surface. Top buttons in back. Gently flared skirt has camisole top, back zipper, 2-in. hem. Hand wash separately.

**Fits Juniors and Misses . . . State size** 7-8, 9-10, 11-12, 13-14, 15-16. Shpg. wt. 1 lb. 8 oz.  
**T 31 Y 6236**—Spring green  
**T 31 Y 6237**—Peacock blue  
 Each . . . . . **\$10.84**

**Imported Pure Linen** fashioned in a dress of simple, classic lines. The shirtwaist, gently bloused over a slim skirt, has fringed collar and neckline. Dress is lined to hips; back kick pleat; 2-inch hem. Hand wash separately. Hat sold in hat section. **Measure; order correct size.**

**Misses' sizes** 10, 12, 14, 16, 18. Shipping weight 1 lb. 2 oz.  
**T 31 Y 7358**—Spring green  
**T 31 Y 7359**—Light brown  
 Each . . . . . **\$13.00**

#### ACCESSORIES SHOWN ON OPPOSITE PAGE

**The Hat for Spring** is a joyous creation with a brim that's wide and wonderful. Fine sewn straw braid with rayon velvet ribbon bowed at back. **State color** beige, light spring green, black, white or navy blue.  
**T 78 Y 7800**—Fits sizes 21½ to 22½ in. Shpg. wt. 2 lbs. 6 oz. . . . **\$5.97**

**Ultra Sheer Nylons.** **State color** Spring green (for other colors see hosiery section). **State size** 8½, 9, 9½, 10, 10½, 11. Shpg. wt. pair 2 oz.  
**75Y7044**—Seamless with nude heels. Pair 94c; 3 prs. \$2.79; 6 prs. \$5.46  
**75Y5210**—Full fashioned with seams. Pair \$1.11; 3 prs. \$3.30; 6 prs. 6.48

**Jewelry . . . Alive with color.** Sprite shapes and hues for spring flattery. Bib adjusts 14-16½ in. 1½ in. drop earring. **State green or blue.** Wt. ea. 2 oz.  
**4Y3800E**—4-row bib. . . . . \$1.97 **4Y3801E**—Clip earring. . . . . \$1.00  
**4Y3802E**—Expansion bracelet. . . . \$1.97 **4Y3804E**—58 in. rope. . . 1.97



**Hi-line Dress** raises your waistline, shapes a new silhouette. Big and little dots scattered with gay abandon on a textured fabric of 75% rayon and 25% silk. The dress is belted high under a brief bodice. The skirt is slim and long-lined. Jewel neckline; long back zipper; back kick pleat; 2-inch hem. Dry clean. Shipping weight 1 lb. 4 oz.  
**Fits Juniors and Misses . . . State size** 7-8, 9-10, 11-12, 13-14, 15-16.  
**T 31 Y 6238**—Spring green and medium green dots on white. . . **\$10.84**

**Pretty Bouffant** in a giddy flower print that comes into bloom on fine Everglaze® cotton. A delightfully young dress, it has a big bow in front with a wide cummerbund effect that circles the waist above a full skirt. Neckline is V'd in back . . long back zipper. Hand wash separately. **Juniors' sizes** 7, 9, 11, 13, 15. **Order correct size.** Shpg. wt. 1 lb.  
**T 31 Y 5187**—Spring green and gold print on white. . . . . **\$7.96**  
**T 31 Y 5188**—Deep blue and turquoise blue print on white. . . **\$7.96**

**Measure to be sure . . . see charts in blue section in back of book**  
**For shipping information on items on these 2 pages, see page 20**

**NO DOWN PAYMENT** needed when you add to your Easy Payment Account . . see inside back cover

PCRM  
AMBLA SEARS 5

# The Shirtwaist Dress . . it's

**A** Hip Belted dress . . a wonderful new version of the shirtwaist with flattering long lines. In easy-care Arnel and cotton . . hand wash separately; drip dry . . needs little ironing; resists wrinkles. Bodice pocket; unpressed pleated skirt; 2-inch hem. Shipping weight 1 lb. 8 oz. *Fits Juniors and Misses . . State size 7-8, 9-10, 11-12, 13-14, 15-16.*

T 31 Y 6240—Gold paisley print. . \$10.84  
T 31 Y 6241—Blue paisley print. . . 10.84

**B** Woven Plaid . . gay, summery colors beautifully matched in this classic shirtwaist dress of fine combed cotton. Buttoned cuffs; inverted pleat at back of bodice; unpressed pleats all around the full skirt; 3-inch hem. Hand wash separately. Shipping weight 1 lb. 2 oz.

*Misses' sizes 10, 12, 14, 16, 18, 20. Measure; order your correct size.*

T 31 Y 5685—Multicolor pastel plaid with matching luster stripes. . . . . \$8.66

**C** High Belted shirtwaist, raises the waistline to a new high, gathers the skirt with becoming ease. Fashioned in textured rayon and acetate with tweed-like flecks; wrinkle-resistant. Step-in style; back walking pleat; 2-inch hem. Dry clean. Shipping weight 1 lb. 4 oz.

*Fits Juniors and Misses . . State size 7-8, 9-10, 11-12, 13-14, 15-16.*

T 31 Y 6242—Dusty green. . . . . \$9.77  
T 31 Y 6243—Light aqua blue. . . . . 9.77





here to stay!

**D** Slim Classic . . wonderfully wear-  
able! In 100% viscose rayon, a  
fabric that looks and feels like smooth  
silk . . and it washes! Step-in style with  
attached tie . . in back, a shoulder  
yoke; soft gathers at waistline; kick  
pleat. 2-inch hem. Hand wash sepa-  
rately. Order correct size. Wt. 13 oz.  
Misses' sizes 10, 12, 14, 16, 18.  
T 31 Y 7390—Light pink . . . . . \$12.76  
T 31 Y 7391—Light blue . . . . . 12.76



**Grosgrain Ribbon Beret**,  
beautiful, packable rayon  
casual. State color white,  
beige, sun yellow, red or  
black. Fits all sizes. Ship-  
ping weight 8 oz.  
T 78 Y 7830 . . . . . \$3.97

**E** Pure Silk Broadcloth and a full skirt of cluster pleats add new beauty  
to this classic shirtwaist. A dress of unerring taste any place it's worn.  
Step-in style with shoulder yoke and box pleat at the back of the bodice.  
2-inch hem. Hand wash separately. Shpg. wt. 1 lb. 4 oz.  
Misses' sizes 10, 12, 14, 16, 18. Be sure to measure; order correct size.  
T 31 Y 7861—Light blue T 31 Y 7862—Light beige  
Each . . . . . \$18.00

How-to-Measure Information in blue section, back of book . . Shipping Information on page 20



**A**  
\$12.90  
10 to 18



**B**  
\$16.50  
12 to 20,  
14½ to 22½



**C**  
\$7.88  
10 to 18



# Fashions Forecast

## a rosy future for

# Geranium Colors

**A** **Dropped Bodice Dress** in sheer Dacron†. Overpanels on front of bodice; shallow scoop neckline and zipper in back. 4-in. hem. Cotton velveteen belt. Hand wash separately; drip dry... needs little ironing. *Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.* Shpg. wt. 1 lb.  
**T 31 Y 7350**—Geranium pink dots on light pink. .... \$12.90  
**T 31 Y 7351**—Turquoise blue dots on aqua blue. .... 12.90

**B** **The Slim Jacketed Dress** in nubby-textured rayon and silk... wrinkle-resistant. The cotton lace is dyed to match. Back of dress has low-cut neckline, zipper, kick pleat. 2-in. hem. Dry clean. *State size.*  
*Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½.  
**T 31 Y 7870**—Geranium rose **T 31 Y 7871**—Aqua blue  
**T 31 Y 7872**—Navy blue **Shipping weight** 2 lbs..2 pcs. \$16.50

**C** **The Halter Dress** in a fine cotton. Lined bodice, cut moderately low in back, zipper to below hips. 2-in. hem. Hand wash separately.  
*Misses' sizes* 10, 12, 14, 16, 18. *State size.* Shpg. wt. 1 lb. 4 oz.  
**T 31 Y 5658**—Geranium print on white; cotton velveteen belt.... \$7.88

**D** **Linen-look Dress with Beaded Orlon® Sweater**... a beautiful, color-matched ensemble. Dress is wrinkle-resistant rayon and Dacron that looks like a fine linen... it is sleeveless, has square neckline in front and back; set-in pockets; fabric belt; back kick pleat; 2-inch hem. Sweater is richly trimmed with hand beading. Hand wash. Shipping weight 2 lbs.  
*Half sizes* 14½, 16½, 18½, 20½, *Misses' sizes* 14, 16, 18, 20, 22½, 24½. *Order correct size.* *Please order correct size.*  
**T 31 Y 7987**—Geranium pink \$17.50 **T 31 Y 7873**—Geranium pink \$16.50  
**T 31 Y 7988**—Light blue.... 17.50 **T 31 Y 7874**—Light blue.... 16.50

**E** **The Wonderful Rib Knit Dress** in nubby textured, virgin chenille Orlon... washes, keeps its shape, packs with ease. Belt may be worn Empire fashion as shown, or tied classically at the waist. Washable.  
*Misses' sizes* 10, 12, 14, 16, 18. *State size.* Shpg. wt. 1 lb. 6 oz.  
**T 31 Y 8205**—Geranium pink **T 31 Y 8206**—Light blue  
**T 31 Y 8207**—White 1-pc. dress, \$2.50 down; Ea., cash \$21.50  
**Organdy Flower Wig Hat**... rayon and cotton. Hand made. Final bit of charm for flower-tone fashions. *State color* geranium pink, white, lt. blue.  
**T 78 Y 7810**—Fits all head sizes. Shipping wt. 14 oz. .... \$7.97

**D**  
 \$17.50  
 14½ to 24½  
 \$16.50  
 14 to 20

**E**  
 \$21.50  
 10 to 18

**Vari-shaded beads** in lovely, muted tones for dress flattery. *State* geranium or brown. Wt. ea. 2 ounces. 10% Fed. Ex. Tax incl.  
**4 Y 3812E**—3 row bib. 13½ to 16 in... \$3.97  
**4 Y 3813E**—1 ¾ in. clip earrings... \$1.00  
**4 Y 3814E**—Expansion bracelet... \$1.97

**Ombre Clutch Bag** of straw-like cloth. Snap-closed straw-braid ombre flap. Rayon lining; mirror, comb. About 9x4½ in. Price incl. 10% Fed. Exc. Tax. Wt. 1 lb.  
**88 Y 1430E**—Geranium pink to red... \$4.47  
**88 Y 1431E**—Beige to brown... \$4.47

**Ombre in Straw!** Pretty pumps crisply fashioned in breeze-kissed nylon straw. Leather sole. 2¾-inch heel. *State size.* Shpg. wt. 1 lb. 9 oz. Sizes: B (medium) width in 5.5½, 6.6½, 7.7½, 8.  
**T 54 Y 8538A**—Geranium pink to red... Pair \$6.77  
**T 54 Y 8539A**—Beige to toast brown... Pair \$6.77

Gloves sold in glove section

Measure to be sure... see charts in blue section in back of book  
 For shipping information on items on these 2 pages, see page 20

† DuPont T.M. for polyester fiber \* DuPont T.M. for acrylic fiber



# Weaving a Fashion Story

**A Flowering Sheath** in vividly colored cotton that has a fine textured surface... needs little ironing, resists wrinkles. Bowed in front for flattery, the dress has a wide square neckline front and back... long back zipper and kick pleat; 2-inch hem. Hand wash separately.

*Fits Juniors and Misses... State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 pound.*

T 31 Y 6239—Spring green, blue and brown on white. \$9.80

**B Hi-line Step-in** illustrates a fascinating fashion story in new dimensional-look cotton, woven with a basket-weave pattern. Slim dress is belted high, raising the waistline, lengthening the skirt. The skirt has back kick pleat, 2-inch hem. Hand wash separately.

*Fits Juniors and Misses... State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 pound 4 ounces.*

T 31 Y 5175—Spring brown T 31 Y 5176—Turquoise green  
T 31 Y 5177—Coral red Each ..... \$7.84

*Tall Misses' sizes 12T, 14T, 16T. Shpg. wt. 1 lb. 4 oz.*

T 31 Y 5635—Spring brown T 31 Y 5636—Turquoise green  
T 31 Y 5637—Coral red State size ..... Each \$8.94

**C A Sheath and Its Jacket** in fine basket-weave hopsacking... 100% cotton, needs little ironing, resists wrinkles. Button-back jacket has band around back to give high-belt effect. Dress defines its lifted waistline with plaid piping, scoop neck; back pleat; 2-in. hem. Washable.

*Fits Juniors and Misses... State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. Shipping weight 1 pound 4 ounces.*

T 31 Y 4629—Turquoise blue dress; light olive green and turquoise blue woven plaid jacket... 2 pieces \$7.54

T 31 Y 4630—Geranium red dress; coral, pink and red woven plaid jacket... 2 pieces \$7.54

**D High-spirited Plaid Sheath** likes its plaid big and bold. The fabric is cotton hopsacking in a fine basket-weave... needs little ironing, resists wrinkles. Dress has high all-around bodice band, long back zipper, and kick pleat; 2-inch hem. Washable. Jewelry sold on page 9.

*Fits Juniors and Misses... State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 pound.*

T 31 Y 4619—Spring brown and orange with white highlights  
T 31 Y 4620—Medium blue and bright green with white highlights... Each \$5.84

**E Versatile Jacketed Dress** in cotton hopsacking with a basket-weave... needs little ironing, resists wrinkles. Free-swinging jacket tops a highwaisted sheath. Dress has striped detailing on its bodice... long back zipper and kick pleat, 2-inch hem. Hand wash separately. *State size.*

*Misses' sizes 10, 12, 14, 16, 18, 20. Shpg. wt. 1 lb. 8 oz.*

T 31 Y 5699—Ivory dress; multicolor stripe jacket. \$8.50

For Shipping Information, see page 20. How-to-measure information in the blue section in back of book.



**A Bow for Your Hair**... the fashionable way to top coiffure and summer cottons. It's made of fine quality cotton broadcloth attached to a comfortable, easy-to-wear head clip that fits everyone. So wonderful, we sell it as a set of two in popular colors... one white, one cornflower blue. Shipping weight 4 oz.  
88 Y 8972—Set of 2 for \$2.47

**Fashion Focus Jewelry**... our dew-drop design in opalescent "moonstone" colors. Necklace adjusts from 13½ to 16½". 1½" contour clip earring. 7-in. bracelet. *State silver color with blue; gold color with brown or white.*  
Shpg. wt. ea. 2 oz.  
4 Y 3809E—Necklace... \$1.97  
4 Y 3810E—Earring... 1.97  
4 Y 3811E—Bracelet... 1.97  
10% Fed. Ex. Tax Incl.

**A**  
\$9.80

**B**  
\$7.84  
Tall  
Misses'  
\$8.94



# the New Neutral

shades spring and summer  
with its rich new tones



**Jacketed Dress** in a crisp, linen-look fabric of rayon. The sleeveless sheath has a square front neckline, cut low in back . . . back kick pleat, long zipper and 3-inch hem. Its new, eased jacket is belted and finely tucked in front. Hand wash separately. Jewelry sold on page 10. Shpg. wt. 1 lb. 9 oz.

*Misses' sizes 10, 12, 14, 16, 18, 20. State size.*  
T 31 Y 5656—Lt. beige jacket; spring brown dress.  
T 31 Y 5657—Lt. blue jacket; navy dress. Each \$8.90  
*Tall Misses' sizes 12T, 14T, 16T, 18T, 20T. State size.*  
T 31 Y 5616—Lt. beige jacket; spring brown dress.  
T 31 Y 5617—Lt. blue jacket; navy dress. Each \$9.84

Measure and be sure . . . see blue section in back of book



**Dress plus Coat** headlining fashion's newest neutral. Both in wrinkle-resistant rayon that looks like fine linen. Slim coat is lined in front with acetate taffeta. Under the coat, a relaxed sheath that ties high on the waist . . . loose in back with scoop neckline. Back kick pleat; 2-in. hem. Dry clean.

*Misses' sizes 10, 12, 14, 16, 18. Order correct size. Shpg. wt. 3 lbs.*  
T 31 Y 7865—Spring brown dress; gray, brown and black plaid coat  
T 31 Y 7866—Peacock blue dress; gray, peacock blue and black plaid coat  
Each \$15.70



**Beads and gold color links** in smart design. State mat brown or white simulated pearls.  
4 Y 3806E—54-in. rope. Wt. 5 oz. . . . \$4.97  
4 Y 3807E—2-in. clip earrings. Wt. 2 oz. 1.00  
4 Y 3808E—7-in. 2 row bracelet. Wt. 2 oz. 1.00

**Leaf-Clip Hat** . . . straw-like cloth; rayon velvet bow, rayon veil. State color pecan brown, black, white, lt. beige or navy. Wt. 8 oz.  
T 78 Y 7805—Fits all head sizes. . . . \$3.97

**Rich, Top-grain Polished Calf Vanity Bag** has front tab detail. Inside zipper pocket divides bag into two sections. Rayon lined. About 13x6½ in. Price includes 10% Fed. Excise Tax. Shpg. wt. 2 lbs. 1 oz.  
88 Y 346E—Pecan brown. . . . \$8.97  
88 Y 347E—Black. . . . 8.97

**T-strap Sandal.** Leather sole, 2½-in. heel. Sizes: B (medium) width 5½, 6, 6½, 7, 7½, 8. Please state size. Shpg. wt. 1 lb. 9 oz.  
T 54 Y 6267A—Pecan brown calf. Pair \$8.97  
T 54 Y 6266A—White calf. . . . Pair 8.97  
T 54 Y 6265A—Black patent. . . . Pair 8.97



# Embroidered



**Embroidered Dots** on linen-look rayon and acetate. The dress is a long-season fashion... very smart, very wearable. Back has moderate scoop neckline, yoke and long zipper. Slim skirt has side slit; 2-inch hem. Hand wash separately. For hat, see page 4.  
*Misses' sizes* 10, 12, 14, 16, 18; *Half sizes* 14½, 16½, 18½, 20½, 22½. *State size.* Shpg. wt. 1 lb. 6 oz.  
 T 31 Y 5652—Black with white dots..... \$8.84  
 T 31 Y 5653—Cornflower (med.) blue; white dots. 8.84



**All-over Embroidery** on linen-look rayon... a beautiful fabric fashioned in a timeless, slim dress that is becoming to every age, every figure. The front of the bodice twinkles with rhinestones; the back has a square-cut neckline. Bow and piping are rayon satin. Set-in pockets; bow kick pleat; 2-inch hem. Hand wash separately; wrinkle-resistant. Shipping weight 1 lb. 8 oz.  
*Misses' sizes* 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½. *Order correct size.*  
 T 31 Y 6709—Ivory beige..... \$10.90  
 T 31 Y 6710—Powder (light) blue..... 10.90

**Dainty Chevron Patterned Embroidery** color-matched on easy-care Dacron<sup>†</sup> batiste. One of the prettiest, young dresses of the season! Embroidered front bodice; plain back with V neckline and split collar. Stay-in pleated skirt; 2-inch hem. Bow-trimmed belt buckles in back. Hand wash separately; drip dry... needs only touch-up ironing; resists wrinkles. Wt. 1 lb. 4 oz.  
*Misses' sizes* 10, 12, 14, 16, 18. *Order correct size.*  
 T 31 Y 6246—Powder blue..... \$10.77  
 T 31 Y 6247—Ivory beige..... 10.77

<sup>†</sup>Dacron trademark for polyester fiber

For Shipping Information on merchandise on these two pages, see page 20



# Fabrics *enrich wearable, daytime dresses*



**Deep-toned Embroidery** (above) in an all-over pattern on lighter color cotton satin. An exquisite fabric . . . a fashionable high waist silhouette . . . both destined for success. Back of dress is relaxed and pretty with gathers below the yoke; button and zipper closing. Dry clean. *Fits Juniors and Misses.*  
*State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 pound 2 oz.*  
**T31 Y7056**—Rose pink on light pink . . . \$12.80  
**T31 Y7057**—Medium blue on light blue 12.80

See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk of your Sears Retail Store. See the pages preceding blue section in back of book for information.

**Two-tone Border Embroidery** (at right) in a lovely flower design so richly stitched it looks like expensive hand embroidery. The fabric is a fine quality cotton batiste, shaded light to dark, and fashioned in a wonderful dress that needs no other adornment than its belt. V neckline in back; unpressed pleated skirt; 5-inch hem. Hand wash. *Order correct size.*

*Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 2 lbs.*  
**T31 Y7675**—Light and deep lilac . . . \$16.50  
**T31 Y7676**—Light and deep mint green 16.50

**Measure and Be Sure** . . . how-to-measure information and charts in blue section in back of book

**The Pretty Pouch** is embroidered with straw braid over rayon lining. Attractive bamboo handle and frame. Made in Japan. About 10x8 inches. Price of bag includes 10% Federal Excise Tax.  
**88 Y1403E**—Natural beige. Wt. 1 lb. 4 oz. . . \$5.47  
**88 Y1402E**—White. Shpg. wt. 1 lb. 4 oz. . . 5.47

**Coordinated Glove** is top quality double woven nylon flower-appliqued to match bag. About 10 in. long. Hand wash. *State size 6½, 7, 7½, 8.*  
**88 Y5413**—Natural beige. Shpg. wt. 3 oz. . . \$1.97  
**88 Y5412**—White. Shpg. wt. 3 oz. . . 1.97





## Very Special Fashions..

**A Jacketed Evening Sheath** . . Loose, free swinging jacket over slim sheath. Back has square neckline; long zipper; kick pleat. 2-in. hem. Dry clean. *Misses' sizes* 10, 12, 14, 16, 18, 20. *State size*. Wt. 1 lb. 12 oz.

**Cotton lace over matching acetate taffeta** (shown above).  
**T 31 Y 8075**—Ivory beige. \$16.50  
**T 31 Y 8076**—Light blue. . . 16.50  
 Also in rayon and cotton brocade  
**T 31 Y 8055**—Ivory white. \$16.50

**B Bell Silhouette** . . rustling yarn-dyed acetate taffeta that has a subtle silk-like luster. Molded bodice is bowed high on the waistline. Bell-shaped skirt lined with nylon marquisette. Boned bodice is lined; long back zipper. Stole included. Dry clean. *Misses' sizes* 8, 10, 12, 14, 16. *Order correct size*. Shipping weight 2 lbs.  
**T 31 Y 08002**—Aqua blue \$15.50  
**T 31 Y 08003**—Lt. apricot. 15.50

**C Dotted Party Dress** floats in like a twinkling star . . glinted duco print dots on sheer, crisp nylon. Bands of satin circle the waist and skirt. V neckline, zipper in back. Lined with acetate taffeta. Dry clean. *Juniors' sizes* 7, 9, 11, 13, 15. *State size*. Shpg. wt. 1 lb. 8 oz.  
**T 31 Y 8014**—Yellow on white  
**T 31 Y 8015**—Mist blue on white  
**T 31 Y 8016**—Shell pink on white  
 Each. . . . . \$14.50

**D Flowered Fantasy**, bouffant dress of sheer silk organza, full lining of acetate taffeta. Shirred midriff. Matching bow and streamers, low square neckline in back. Nylon net underskirt; back zipper. Dry clean. For jewelry, see page 21. *Fits Juniors and Misses* . . *State size* 7-8, 9-10, 11-12, 13-14, 15-16. Shpg. wt. 1 lb. 12 oz.  
**T 31 Y 8027**—Turquoise \$15.50  
**T 31 Y 8028**—Geranium rose \$15.50





## FOR THOSE WONDERFUL MAGIC MOMENTS!

**The Long Formal Glove** . . a necessity for true dress-up splendor. Fine double woven nylon with closing of 3 sham pearls inside wrist. Length about 22½ inches. Hand washable. Please state glove size 6½, 7, 7½, 8. Shpg. wt. 3 oz.  
88 Y 5401—White . . . . . Pair \$2.97

**White Simulated Pearls** change moods into bib, rope or necklace . . all with a flick of rhinestone scimitar clasp. Wear it in rope-fashion cascading down front or back of your dress. 1½-in. clip earrings. 7½-in. bracelet.  
4 Y 3817E—Bib. 16½ inches. Wt. each 4 oz. \$6.97  
4Y3818E—Earrings \$1.97 4Y3819E—Bracelet 1.97

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your mail order house. *Measure* . . see blue section.

**A Young Evening Look**, a mere cloud of a dress in filmy nylon tricot, fully lined with acetate taffeta. Top is tricot over glitter-studded lace; shoulder ties and long back zipper. Full nylon net underskirt. Dry clean.  
*Fits Juniors and Misses . . State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18. Shpg. wt. 2 lbs.*  
T 31 Y 08036—Party pink. \$19.50  
T 31 Y 08037—Light blue. 19.50  
T 31 Y 08038—White. . . . . 19.50

**B Your Dream Dress** . . (long or short length) combines precious re-embroidered lace of nylon and acetate with nylon net, lined with acetate taffeta. Long, molded bodice . . scalloped scoop neck, row of tiny fabric-covered buttons in back. Bouffant skirt has ruffled net underskirt. Dry clean.  
*Misses' sizes 8, 10, 12, 14, 16, 18. Order correct size.*  
T 31 Y 08043—White (waltz-length) Wt. 3 lbs. \$3.50 down. Cash \$32.50  
T 31 Y 08044—White (long length) Wt. 4 lbs. \$4 down. Cash \$38.50

**C Scalloped Lace Dress**, tiers of rayon-and-nylon lace over acetate taffeta . . graceful and flattering in every detail. Rayon satin midriff. In back . . scoop neckline, long zipper. Slim skirt has back kick pleat. Dry clean. For hat, see hat selection.  
*Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. State size. Shpg. wt. 1 lb. 8 oz.*  
T 31 Y 8067—Lt. dusty blue. \$17.50  
T 31 Y 8068—Light beige. . . 17.50

# The late day in Beguiling Black

BEAUTIFUL SILK DRESSES  
SHOWN ON OPPOSITE PAGE

**D** Billowy Bouffant in a beautiful pure silk organza tile print. Wide banded neckline dips to a V in back, flat streamer bow. Dress is fully lined; long back zipper; 2-inch hem. Dry clean. Order correct size. Misses' sizes 10, 12, 14, 16, 18. Shpg. wt. 1 lb. 12 oz. T 31 Y 7880—Delft blue, green and white. . . \$19.00

**E** Side-line Drama in pure silk shantung. Dress has softly draped midriff, caught at the side with glitter. In back . . . V neckline, long zipper, kick pleat. Dry clean. Misses' sizes 12, 14, 16, 18. State size. Shpg. wt. 9 oz. T 31 Y 7380—Navy blue T 31 Y 7381—Medium blue Each. . . \$12.84

**F** Late-day Blouson in a vivid, new paisley print of pure silk. Collar tie can be worn as a sash . . . the entire dress is fully lined. Slim skirt has back kick pleat. Dry clean. Shoes sold on page 3. Misses' sizes 8, 10, 12, 14, 16. State size. Shpg. wt. 8 oz. T 31 Y 7378—Bright blue, turquoise and green, \$13.96 T 31 Y 7379—Coral, orange and rose print. . . \$13.96

**G** New Bell Silhouette dramatized in expensive pure silk surah. Its skirt puffs out from a gently raised waist . . . in back, V neckline, long zipper. Print dress is fully lined. Dry clean. State size. Misses' sizes 10, 12, 14, 16, 18. Shpg. wt. 1 lb. 6 oz. T 31 Y 7882—Blue, aqua and lilac on bright blue. . . \$18.50

ACCESSORIES SHOWN  
ON OPPOSITE PAGE

**Feathered Balloon Cloche** . . . high, deep, dramatic . . . the new hat shape for late day. State white, beige, geranium pink. Fits 21 3/4 to 22 1/2 in. T 78 Y 7815—Shipping weight 14 oz. . . \$10.97  
**Thin and round white fresh water pearls with aurora crystals.** Clip earrings, 4 row bib. Shpg. wt. each 3 oz. . . \$7.97  
4Y3820E—Bib. 10 1/2 in. . . \$7.97  
4Y3821E—Earrings. . . 1.97  
4Y3822E—Bracelet. . . 1.97

**Veiling Nylon Mesh Pump.** Leather sole. 2 1/4-inch heel. Sizes: B (med.) 5-9. Half sizes too. State size. Wt. 1 lb. 9 oz. T 54Y8506—Blue T 54Y8505—Black T 54Y8507—White. Pair \$6.77

A  
\$16.50  
10 to 18

**A** Elegance with Ease marks this dramatically simple ensemble . . . finely ribbed acetate and rayon crepe that looks and feels like silk. Fully lined dress has diagonal bodice detailing (see small view). In back . . . scoop neckline, long zipper and kick pleat. 2-inch hem. Jacket buttons in back. Dry clean. Shipping weight 1 lb. 12 oz. Misses' sizes 10, 12, 14, 16, 18. Order correct size. T 31 Y 7877—Black. . . \$16.50 T 31 Y 7878—Navy blue. . . 16.50

**B** Black Magic casts an alluring spell in billowy sheer chiffon (acetate-nylon). Bodice is finely tucked in front with satin-piped neckline, scooped softly in back. Full gathered skirt; 2-in. hem. Dress is fully lined. Dry clean. Flower included. Misses' sizes 10, 12, 14, 16, 18, 20. State size. T 31 Y 7875—Black. Shpg. wt. 1 lb. 12 oz. \$15.50 T 31 Y 7876—Med. blue. Wt. 1 lb. 12 oz. . . 15.50

**C** Subtle Sophistication, beautifully managed in rayon and acetate crepe that looks and feels like silk. Sleek sheath has cross-tucking and draping accenting its supple lines. Long back zipper, semi-lined to below hips. Dry clean. Order correct size. Hat sold on page 9. Misses' sizes 12, 14, 16, 18, 20. Shpg. wt. 15 oz. T 31 Y 7375—Black. . . \$12.00

For gloves  
see  
glove section

B  
\$15.50  
10 to 20

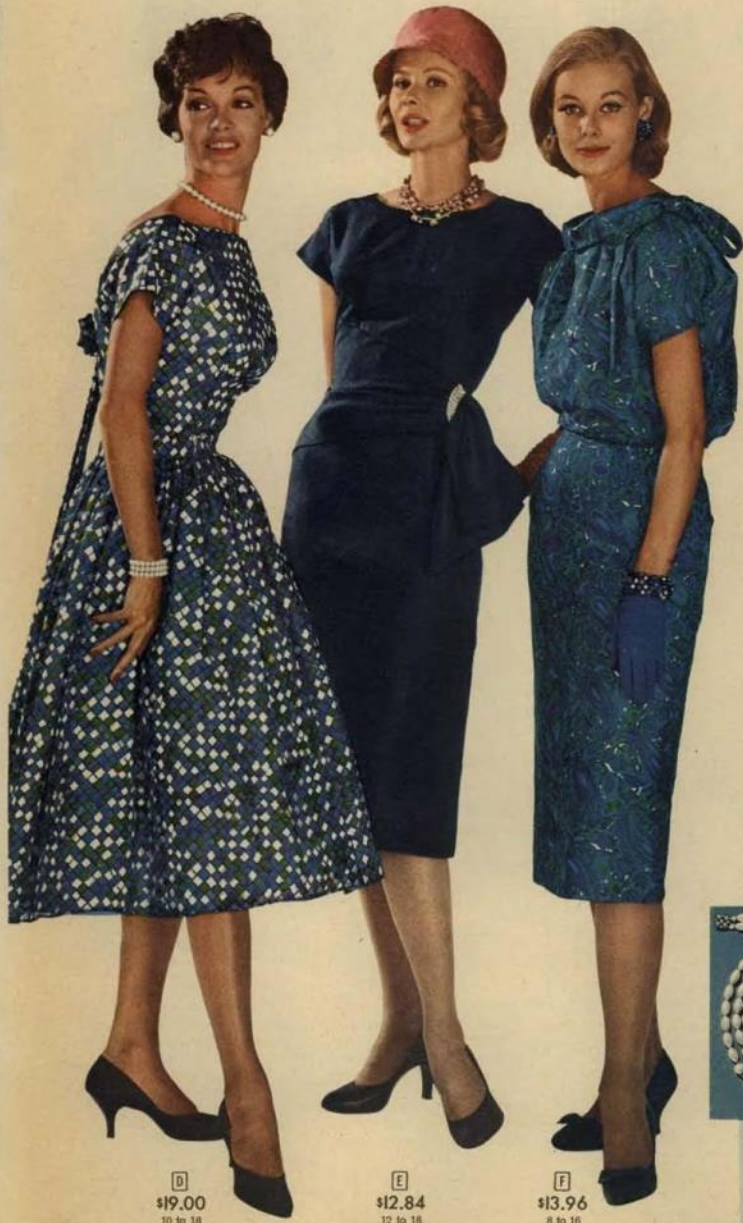
C  
\$12.00  
12 to 20

**SHIPPING INFORMATION.** Dresses shipped from Philadelphia, Chicago, Kansas City or Atlanta; Shoes from Philadelphia, Chicago, Kansas City, Atlanta, Memphis or Dallas; Hats from Philadelphia or Chicago. Allow postage from your nearest Sears Mail Order House.



# Fashions...

## in Beautiful Silk



**D**  
\$19.00  
10 to 18

**E**  
\$12.84  
12 to 18

**F**  
\$13.96  
8 to 16



**G**  
\$18.50  
10 to 18



PC8000  
ANDSLS SEARS 21

# Lace lends its prettiness to the daytime dress



**\$10.70**  
7 to 15  
8 to 16

**The All-Lace Fashion**... our lowest price ever for an all-lace dress of this quality! It is 100% nylon lace with a complete lining of acetate taffeta. Full skirt; long back zipper. Dry clean. Young and gay... a perfect dress for those special occasions! Shpg. wt. 1 lb. 8 oz.  
*Juniors' sizes 7, 9, 11, 13, 15; Misses' sizes 8, 10, 12, 14, 16. State size.*  
T 31 Y 6251—White.....\$10.70  
T 31 Y 6252—Light blue..... 10.70  
T 31 Y 6253—Pink..... 10.70



**\$12.84** 12 to 20

**The Lace Overblouse**... a charming addition to this sleeveless sheath. The dress is linen-look rayon with Empire yoke in front; long zipper and kick pleat in back. Belt included. Pull-over blouse is cotton lace with marquisette lining; side slits; side zipper. Dry clean.  
*Misses' sizes 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb. 4 oz.*  
T 31 Y 7362—Pastel blue, 2 pcs. \$12.84  
T 31 Y 7363—Ivory beige, 2 pcs. 12.84  
T 31 Y 7364—Pink.....2 pcs. 12.84

**\$7.96** 12 to 20; 14½ to 24½

**Lace Applique and rhinestones** on this flattering dress in a fine textured fabric of rayon and acetate with silk nubs. Expensively detailed... satin piping defines the sleeves and scoop neckline; back kick pleat; 3-inch hem. Hand wash separately.  
*Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. Shipping weight 1 lb. 6 oz.*  
T 31 Y 5659—Aqua green.....\$7.96  
T 31 Y 5660—Geranium pink... 7.96

**\$6.84** 12 to 20; 14½ to 24½

**Lace Medallions**... a pretty new look for the shirtwaist dress. The fabric is 100% Dacron® batiste... hand wash separately; drip dry; wrinkle-resistant. Step-in style; cotton lace on front of bodice; convertible collar; full skirt; 2 inch hem.  
*Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. Shpg. wt. 10 oz.*  
T 31 Y 3607—Dark brown.....\$6.84  
T 31 Y 3608—Navy blue..... 6.84  
T 31 Y 3609—Deep smoke gray... 6.84



Fashion in  
*Print*  
from now 'til  
summer's end



**A** \$8.84 12 to 20

**B** \$6.84 10 to 18

**C** \$9.84 \$10.84  
12 to 20 12T to 20T

**A** Bright Flower Print . . . a smart, new look in rayon hopsacking. Midriff all around; tab trim with bows; long back zipper; gathered skirt; 3-in. hem. Hand wash separately. Shoes sold on page 15. *Misses' sizes* 12, 14, 16, 18, 20. *State size*. Shpg. wt. 1 lb. 14 oz. T 31 Y 5690—Orange, green and gold on light beige . . . \$8.84

**B** Long-stemmed Tulips sway prettily on a fine quality cotton. Step-in dress; deep V-neckline and wide collar in back. Full skirt; 2-inch hem. Washable. Rayon velvet belt (not washable). *Misses' sizes* 10, 12, 14, 16, 18. *State size*. Shpg. wt. 1 lb. 3 oz. T 31 Y 4613—Pastel yellow with gold and green print . . . \$6.84

**C** Smart Geometric Print in a rayon and silk fabric . . . beautiful and billowy. Nicely detailed shirtwaist dress has an unpressed pleated skirt, 2-inch hem. Dry clean. Jewelry sold on page 15. *Misses' sizes* 12, 14, 16, 18, 20. *State size*. Shpg. wt. 1 lb. 8 oz. T 31 Y 6254—Lt. turquoise blue T 31 Y 6255—Amber tan and white print . . . \$9.84 white print . . . \$9.84 *Tall Misses' 12T, 14T, 16T, 18T, 20T. State size. Wt. 1 lb. 8 oz. T 31 Y 6454—Lt. turquoise blue T 31 Y 6455—Amber tan and white print . . . \$10.84 white print . . . \$10.84*

**D** New Stylized Print in a rayon and silk surah that looks like pure silk and wears beautifully. A lovely dress . . . pointed yoke in front; half-belt in back for smooth fit. Scoop neckline all around; long back zipper; full skirt. Dry clean. Gloves sold on page 13. *Misses' sizes* 10, 12, 14, 16, 18. *State size*. Shipping wt. 1 lb. T 31 Y 7265—Turquoise blue, green and gold on white . . . \$11.96 T 31 Y 7366—Red, rose and pink on white . . . 11.96

**D**  
\$11.96  
10 to 18



Sears EASY TERMS are available . . .  
see inside back cover for information

100% COTTON AND L.C. SEARS 23





## SWEATER DRESSES

**A** Hip-line Sweater and Dress . . the new longer line. Dress is linen-look rayon . . resists wrinkles. Sweater is easy-care Hi-bulk Turbo Orlon®. Eased dress has pleats below hipband. In back, V neckline and zipper. Hand wash separately. *Misses' sizes 10, 12, 14, 16, 18.* Order correct size. Shpg. wt. 1 lb. 8 oz. T31Y7385—Light blue. 2 pcs. \$12.84 T31Y7386—White dress with navy blue sweater. . . . 2-piece set \$12.84

**B** Cotton Dress and Orlon Sweater. Dress has tucked bib front, high scoop neck in back; 2-in. hem. Sweater trim matches dress. Hand wash sweater; dress washable. *Misses' sizes 12, 14, 16, 18, 20. Half sizes 12½, 14½, 16½, 18½, 20½, 22½. State size. Shpg. wt. 1 lb. 2 oz.* T31 Y 4627—Blue and white stripe-print dress; lt. blue sweater. . . \$6.84 T31 Y 4628—Pink and white stripe-print dress; pink sweater. . . \$6.84

**C** 2-piece Dress and Sweater . . sleeveless blouse, slim skirt of cotton that dries dry, needs little ironing . . resists wrinkles. Matching sweater knitted in Hi-bulk Orlon. Blouse spiced in front with tucks and lace . . skirt has back kick pleat; 3-inch hem. Hand wash separately. *Misses' sizes 12, 14, 16, 18, 20.* Order correct size. Shpg. wt. 1 lb. 8 oz. T31 Y 5686—Lt. blue. 3-pc. set \$9.54 T31 Y 5687—Pink. . . . 3-pc. set 9.54

DESCRIPTION OF  
ORLON® KNIT DRESSES  
SHOWN ON OPPOSITE PAGE

**D** The Long View of Fashion as seen in this 2-piece overblouse-dress. Here in a lightweight, textured zig-zag Orlon knit . . machine washes, looks better after each washing . . retains its shape! Handsomely collared pull-over top; straight skirt with elasticized waistband. Belt included. Jewelry sold on page 15. *Misses' sizes 10, 12, 14, 16, 18.* Order correct size. Shpg. wt. 2 lbs. T31 Y 8210—Pale nile green. \$10.50 T31 Y 8211—Sand beige. . . 10.50 T31 Y 8212—Shell pink. . . 10.50

**E** The Cable-knit Story, complete in two parts . . eased cardigan top, slim skirt with elasticized waistband. Soft 100% Hi-bulk Virgin Orlon fashioned with a hand-knit look. Machine washes, dries in a jiffy . . needs no blocking! Belt (not shown) included. *Misses' sizes 10, 12, 14, 16, 18.* Order correct size. Shpg. wt. 2 lbs. T31 Y 8215—White. . . . \$14.90 T31 Y 8216—Light blue. . . 14.90 Half sizes 14½, 16½, 18½, 20½, 22½. State size. Shpg. wt. 2 lbs. T31 Y 8218—White. . . . \$15.90 T31 Y 8219—Light blue. . . 15.90

**F** The Dressmaker styling of this 2-piece dress makes it a year 'round fashion investment. Overblouse in a pebbly textured knit . . double-breasted effect with brass-like buttons. Ribbed knit skirt; elasticized waistband. Easy-care knit of 100% Orlon . . machine washes without a care . . dries quickly, needs no blocking! Knit gloves are sold on page 71. *Misses' sizes 10, 12, 14, 16, 18.* Order correct size. Shpg. wt. 2 lbs. T31 Y 8220—Copen blue. \$10.50 T31 Y 8221—Pale nile green. \$10.50 Half sizes 14½, 16½, 18½, 20½, 22½. State size. Shpg. wt. 2 lbs. T31 Y 8223—Copen blue. \$11.50 T31 Y 8224—Sand beige. . . 11.50

**G** Elegant Evening Knit with an expensive hand-knit look. Decidedly feminine, 2-piece outfit . . 100% Hi-bulk Virgin Orlon loomed in tiers of open-looped stitch . . set off by bands of intricate close knit. Top has scoop neck in back . . tucks into elasticized waist of the full skirt. Hand washable. *Misses' sizes 10, 12, 14, 16, 18.* State size. Shpg. wt. 1 lb. 8 oz. T31 Y 8225—Shell pink. . . \$19.50 T31 Y 8226—Lt. aqua blue. 19.50 T31 Y 8227—White. . . . 19.50

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order, allow postage from your Sears Mail Order House.

Measure to be sure . . see blue section in back of book for charts.

Juniors can wear these knits too! Order by bust and hip measurements on Misses' Chart. See page 40 for cotton knit dresses.

\*DoNot trade mark for acrylic fiber



# BLUE



**F**  
\$8.84  
14 to 20  
18½ to 24½



**E**  
\$10.84  
10 to 18



Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Sears Mail Order House



**D**  
\$12.80  
12 to 20  
\$13.80  
12T to 20T  
14½ to 24½



**D** Coat and Dress newly shaped in shantung-textured cotton and Cupioni® rayon. Stroller-length coat has white acetate taffeta lining, fabric flower. High-waisted dress, cuffed and bowed in front, has V neckline and long zipper in back . . . back kick pleat. Dry clean. Hat sold on page 15. Order correct size. Shpg. wt. 1 lb. 6 oz.

Misses' sizes 12, 14, 16, 18, 20.  
T 31 Y 7372—Navy blue. . . . \$12.80  
T 31 Y 7373—Toast (med. brown) 12.80  
Tall Misses' 12T, 14T, 16T, 18T, 20T;  
Half sizes 14½, 16½, 18½, 20½,  
22½, 24½.  
T 31 Y 7393—Navy blue. . . . \$13.80  
T 31 Y 7394—Toast (med. brown) 13.80

**E** Jacketed Sheath in rayon and Dacron® . . . a nubby-textured fabric of excellent quality. The little jacket is notched and bowed in back. The dress is fashionably high-waisted and bow-trimmed in front; has a scoop neckline and long zipper in back . . . back kick pleat; 2-inch hem. Hand wash separately. Wig hat, bag and shoes sold on page 9.

Misses' sizes 10, 12, 14, 16, 18. Shpg. wt. 2 lbs. Order correct size.  
T 31 Y 6258—Navy blue 2 pcs. \$10.84  
T 31 Y 6259—L.A. amber. . . . 2 pcs. 10.84

\*DuPont trademark for polyester fiber

**F** Slim Print in fine quality acetate crepe with a finely pebbled surface. Front of bodice has flattering overpanels with button-hole detailing that looks hand made. Skirt has draped pockets, back kick pleat. Dry clean. Hat sold on page 7. Shpg. wt. 1 lb. 6 oz.

Misses' sizes 14, 16, 18, 20; Half sizes 16½, 18½, 20½, 22½, 24½.  
T 31 Y 5630—Navy blue and white  
T 31 Y 5631—Black and white  
Order correct size. . . . . Each \$8.84

# Jerseys at home or away .. miracle



**A**  
\$12.84

12 to 18  
\$13.84  
14½ to 22½  
For gloves  
see  
page 74



**B** \$6.84 8 to 18

**C** \$12.84 10 to 18  
14½ to 22½

**D** \$9.84 12 to 20  
12½ to 22½

**E** \$8.74 12 to 20  
14½ to 24½



# fashions that need little care!

## DRESSES SHOWN ON OPPOSITE PAGE

**A** Jacketed Dress in a new Arnel jersey print. Dress, lined from waist to hips, has side pocket; back kick pleat. Hand wash separately; drip-dry, needs no ironing. Order correct size. Shipping weight 1 lb.

Misses' sizes 12, 14, 16, 18.  
T 31Y7370-Black and white print 2-pc. \$12.84  
T 31Y7371-Navy and white print 2-pc. 12.84  
Half sizes 14½, 16½, 18½, 20½, 22½.  
T 31Y7315-Black and white print 2-pc. \$13.84  
T 31Y7516-Navy and white print 2-pc. 13.84

**B** Sheath Shape, a slim column of pleats. No hem... to shorten, cut to desired length, won't ravel or curl. Elasticized waist; glitter trim at shoulders. No-iron, drip-dry Arnel jersey... washable... pleats stay!

Misses' sizes 8, 10, 12, 14, 16, 18. State size.  
T 31 Y 3596-White T 31 Y 3597-Black  
Shipping weight 10 oz. .... Each \$6.84

**C** Bloused Top With Pleated Skirt in Arnel jersey. Top has inverted pleat in back; stay-in pleated skirt. Hand wash separately; drip-dry, needs no ironing. Order correct size.

Misses' sizes 10, 12, 14, 16, 18; Half sizes 14½, 16½, 18½, 20½, 22½. Shpg. wt. 1 lb. 10 oz.  
T 31Y7356-Blue, black and white 2-pc. \$12.84  
T 31Y7357-Tan, black and white 2-pc. 12.84

**D** Versatile Classic... beautifully simple, finely detailed with set-in bow and graceful pleated skirt. No-iron Arnel jersey... hand wash separately; drip dry... pleats stay!

Misses' sizes 12, 14, 16, 18, 20; Half sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½. Order correct size.  
T 31Y6260-Beige T 31 Y 6261-Aqua blue  
Shipping weight 1 lb. 8 oz. .... Each \$9.84

**E** Tab-front Shirtwaist in smart stripe and scroll print... drip-dry Arnel jersey, hand wash separately. Skirt has unpressed pleats in front; pin included. Order correct size.

Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Shpg. wt. 12 oz.  
T 31 Y 5342-Beige, lt. brown and black \$8.74  
T 31 Y 5341-Aqua, teal blue and black 8.74

**F** Surplice Dress with skirt of unpressed pleats; 2-inch hem. Celapern acetate jersey with woven stripes. Hand wash separately. Order correct size. Shipping weight 14 oz.

Misses' sizes 12, 14, 16, 18, 20;  
Half sizes 14½, 16½, 18½, 20½, 22½, 24½.  
T 31 Y 3601-Navy with white stripes... \$7.54  
T 31 Y 3602-Dk. brown; white stripes... 7.54

**G** Bloused Dress in acetate-and-nylon jersey that looks like ribbon-knit. Hand wash separately; drip dry... needs little ironing. Back has zippered underbodice; kick pleat. For jewelry see page 21.

Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.  
T 31 Y 5693-Black T 31 Y 5694-Beige  
Shipping weight 1 pound. .... Each \$8.84

**H** Scalloped Coat Dress... Arnel jersey with a leno weave... looks like fine hemstitching. Skirt has 3-gore back; 2-in. hem. Hand wash separately; drip dry. Shpg. wt. 1 lb. 8 oz. For hat see page 4; for bag, page 17.

Half sizes 16½, 18½, 20½, 22½, 24½. State size.  
T 31 Y 6711-Powder blue... \$10.84  
T 31 Y 6712-Spring green (light)... 10.84

Larger Women's sizes 46, 48, 50, 52. State size.  
T 31 Y 6811-Powder blue... \$11.84  
T 31 Y 6812-Spring green (light)... 11.84



## DRESSES SHOWN ON THIS PAGE

**F** Surplice Dress with skirt of unpressed pleats; 2-inch hem. Celapern acetate jersey with woven stripes. Hand wash separately. Order correct size. Shipping weight 14 oz.

Misses' sizes 12, 14, 16, 18, 20;  
Half sizes 14½, 16½, 18½, 20½, 22½, 24½.  
T 31 Y 3601-Navy with white stripes... \$7.54  
T 31 Y 3602-Dk. brown; white stripes... 7.54

**G** Bloused Dress in acetate-and-nylon jersey that looks like ribbon-knit. Hand wash separately; drip dry... needs little ironing. Back has zippered underbodice; kick pleat. For jewelry see page 21.

Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.  
T 31 Y 5693-Black T 31 Y 5694-Beige  
Shipping weight 1 pound. .... Each \$8.84

**H** Scalloped Coat Dress... Arnel jersey with a leno weave... looks like fine hemstitching. Skirt has 3-gore back; 2-in. hem. Hand wash separately; drip dry. Shpg. wt. 1 lb. 8 oz. For hat see page 4; for bag, page 17.

Half sizes 16½, 18½, 20½, 22½, 24½. State size.  
T 31 Y 6711-Powder blue... \$10.84  
T 31 Y 6712-Spring green (light)... 10.84

Larger Women's sizes 46, 48, 50, 52. State size.  
T 31 Y 6811-Powder blue... \$11.84  
T 31 Y 6812-Spring green (light)... 11.84

**F** \$7.54 12 to 20 14½ to 24½ **G** \$8.84 12 to 20 14½ to 24½ **H** \$10.84 16½ to 24½ \$11.84 46 to 52

Dresses on these two pages are shipped from Philadelphia, Chicago, Kansas City, or Atlanta, whichever is nearest. Order and pay postage from your mail order house. Measure and be sure... see measurement charts in back of book.

POKERN ANDSLO SEARS 29

# Galey and Lord Cottons

*capture brilliant colors . . . exciting textures*



**A** \$8.84 12 to 20; 14½ to 22½

**B** \$7.74 12 to 20

**C**  
\$10.84  
12 to 20  
14½ to 24½



**D** \$10.77 12 to 20



**E**  
\$10.90  
12 to 20  
14½ to 22½





SHOWN ON OPPOSITE PAGE

## Galey and Lord Cottons are fashion news

**Colors**—vivid or subtle . . . always beautiful

**Textures**—the original Shagbark knotted weaves; also satin-smooth weaves

**Quality**—finest combed cotton . . . wrinkle-resistant. Hand wash; drip dry; won't shrink more than 2%

**A** Deep-toned Plaid dress with double-breasted effect. Smartly detailed . . . rounded lapels and cuffs; full gathered skirt. Pumps sold on page 3. Gloves sold on page 71. *Slate size.* Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. Shpg. wt. 1 lb. 4 oz.  
T 31 Y 5695—Cornflower medium blue plaid . . . \$8.84  
T 31 Y 5696—Geranium pink and gold plaid . . . \$8.84

**B** Chevron Pattern . . . new and very smart in this slim, eased shirtwaist dress. Tiny buttons and tab trim; roll-up sleeves; back kick pleat; 3-inch hem. For hat, see page 4. Misses' sizes 12, 14, 16, 18, 20. *Slate size.* Shpg. wt. 1 lb.  
T 31 Y 5697—Spring green  
T 31 Y 5698—Peacock blue  
Each . . . \$7.74

**C** Tiny Textured Pinchecks with a knotted weave . . . the original Shagbark fabric. Well-tailored dress . . . criss-cross tab; long back zipper; full skirt; 2-in. hem. *Slate size.* Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½.  
T 31 Y 6266—Geranium rose  
T 31 Y 6267—Deep turquoise green. Wt. 2 lbs. . . Ea. \$10.84

**D** Textured Stripes . . . in the original Shagbark fabric . . . combed cotton with a knotted weave. Step-in dress has convertible collar, roll-up sleeves with button tab. Back of bodice has yoke, soft gathers, button tab trim. Sash accents skirt of unpressed pleats. 2-inch hem. Misses' sizes 12, 14, 16, 18, 20. *Slate size.* Shpg. wt. 1 lb. 4 oz.  
T 31 Y 6262—Gold, tan, coral  
T 31 Y 6263—Geranium rose and red. . . . . Each \$10.77

**E** Soft-toned Plaid trimmed with white pique . . . a versatile dress and jacket. Dress has scoop neckline and kick pleat in back; side-seam pocket; 2-inch hem. Gloves sold on page 13. Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. *Slate size.* Wt. 1 lb. 8 oz.  
T 31 Y 6264—Tan, gray and white . . . . . 2 pcs. \$10.90  
T 31 Y 6265—Turquoise green, gray and white. . . . . 2 pcs. \$10.90

**MEASURE AND BE SURE** . . . see blue section in back of book. Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and allow postage from your Sears Mail Order House.



**F**  
\$7.84  
10 to 18

**G**  
\$10.70  
10 to 18



**H**  
\$6.84  
12 to 20  
Also  
14T to 20T  
\$7.54



## Dresses with a plus factor

### Matching Headband

**F** Step-in Dress with matching headband in a deep-toned cotton print. String tie at back waistline. Soft gathers above; kick pleat. Silk square, headband included. Hand wash separately; drip dry; little ironing; wrinkle-resistant. Misses' sizes 10, 12, 14, 16, 18. *Order correct size.* Shipping wt. 1 lb. 2 oz.  
T 31 Y 5650—Blue, green and violet print . . . \$7.84  
T 31 Y 5651—Copper and brown print . . . \$7.84

### Detachable Collar

**G** Princess Dress has its own big white cover-up collar. Both the dress and collar are fine combed pique-texture cotton that has a subtly woven texture. The sleeveless dress has square neckline in front and back; long back zipper; 2-inch hem. Lace trim on collar, string ties in back. Hand wash, drip dry . . . little ironing; wrinkle resistant. Shpg. wt. 1 lb. 4 oz.  
Misses' sizes 10, 12, 14, 16, 18. *Order correct size.*  
T 31 Y 6268—Black . . . \$10.70

### 2 Button-on Collars

**H** Striped Cotton Shirt Dress with banded neckline and two button-on collars . . . one is white pique, the other matches the dress. Roll-up sleeves; button fly front; back shoulder yoke, action pleat; unpressed pleated skirt. Washable. *Slate size.* Wt. 1 lb. 2 oz.  
Misses' sizes 12, 14, 16, 18, 20.  
T 31 Y 4624—Black with red and white stripes . . . \$6.84  
T 31 Y 4623—Black with bright blue and white stripes . . . \$6.84  
Tall Misses' sizes 14T, 16T, 18T, 20T.  
T 31 Y 4674—Black with red and white  
T 31 Y 4673—Black with bright blue and white stripes . . . Each \$7.54

You can OPEN a Sears Easy Payment Account if your order totals \$20.00 or more . . . see inside back cover

PCRMH  
ANDSLO SEARS 31



*It's here! The dress you can*



**A**  
\$16.50  
10 to 20  
\$17.50  
14½ to 22½



32 SEARS FORM NO. 10000

**F** \$3.11



**D**  
\$10.84  
12 to 20

**C**  
\$9.84  
10 to 18  
\$10.84  
12 to 19½

**B** \$16.50 10 to 20

**E**  
\$12.84  
12 to 20  
14½ to 24½





# tailored to Sears highest standards

There is a difference . .  
you'll know it when you  
wear the Dan River cottons  
that are made to Sears  
rigid standards of cut,  
fit and workmanship

\$5<sup>84</sup>  
EACH

**A** Soucy Bow on a slim dress in a nubby textured, woven plaid. Button-trimmed tab in front; long back zipper; back kick pleat; 2-in. hem. Washfast. Wt. 12 oz.

Fits Juniors and Misses . . . State size 7-8, 9-10, 11-12, 13-14, 15-16.

T 31 Y 4604-Medium blue and dark gray . . . \$5.84

T 31 Y 4605-Bright red and dark gray . . . \$5.84

**B** 2-Pc. Casual in woven check gingham. Overblouse has detachable overcollar of white linen-look rayon . . . back yoke and box pleats with button-trim hip band. Slim skirt has back kick pleat; 2-in. hem. Washfast. Shpg. wt. 14 oz.

Fits Juniors and Misses . . . State size 7-8, 9-10, 11-12, 13-14, 15-16.

T 31 Y 4600-Black and white checks . . . \$5.84

**C** Sportsdress . . . coat-style . . . matching cap in woven tattersall plaid. Dress has new tab-detailed pockets; action-back pleat; 2-in. hem. Washfast. Wt. 14 oz.

Misses' sizes 12, 14, 16, 18, 20, Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.

T 31 Y 4596-Light copen blue and white . . . \$5.84

T 31 Y 4597-Light green and white . . . \$5.84

**D** Coat Dress . . . so becoming in textured woven plaid. Tabbed collar; unpressed pleats in front of skirt; side-seam pocket. Washfast.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44; Larger Women's 46; Misses' 14, 16, 18, 20. State size. Shpg. wt. 1 lb.

T 31 Y 4756-Mint green

T 31 Y 4755-Light copen blue . . . Each \$5.84

Dresses on these two pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order, allow postage from mail order house.



# Clock-watchers

today a smart ensemble . .

tonight a party dress . .

here in Juniors' Sizes

SHOWN ON THIS PAGE

**A** The Full-skirted Silhouette . . 2 pieces in lustrous cotton and silk. Brief jacket has becoming collar. Party-pretty dress is sleeveless . . has a scoop neck in front, a low V-neck and long zipper in back. Wide, lined midriff accentuates fullness of gathered skirt. Dry clean. Shpg. wt. 1 lb. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 31Y7068—Aqua blue and white plaid. 2-pc. \$12.90 T 31Y7069—Black and white plaid. 2-pc. 12.90

**B** The Slim Dress with Contour Jacket . . in a blend of textured rayon, cotton and silk. Jacket semi-lined with acetate taffeta . . peplum effect at back. Cut-out shoulders on dress, back kick pleat and long zipper. Dry clean. Wt. 1 lb. 8 oz. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 31 Y 7677—Navy blue. . . . . 2 pieces \$14.84 T 31 Y 7678—Lt. peacock blue. . . . 2-pieces 14.84 T 31 Y 7679—Geranium rose. . . . 2 pieces 14.84

SHOWN ON OPPOSITE PAGE

**C** The Relaxed Dress and Jacket. Bowed, raised waistline on linen-look rayon dress . . back zipper, kick pleat. Back bow on acetate and rayon jacket. Hand wash alone . . resists wrinkles. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 31 Y 6103—Black dress with black and white check jacket, red rose. Wt. 2 lbs. . . . 2-pc. \$10.77 T 31 Y 6104—Lt. blue dress with blue and white check jacket, red rose. Wt. 2 lbs. . . . 2-pc. \$10.77

**D** The Dress and Sweater . . relaxed 100% Arnel sharkskin dress sheltered by bulky-knit Orlon® sweater. Sleeveless dress has back V-neckline, walking pleat. Hand wash separately. Juniors' sizes 9, 11, 13, 15, 17. Order correct size. T 31 Y 7059—White dress; geranium pink print on white sweater. Wt. 1 lb. 8 oz. . . . 2-pc. \$13.76

**E** The Demi-Jacketed Dress in wonderful cotton knit! Patent-like plastic belt cinches bloused jacket. Slim-fitted dress has jewel neckline, long back zipper, walking pleat. Dry clean. For hat, see page 74. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 31 Y 7065—Med. blue dress with blue and black striped jacket. Shpg. wt. 1 lb. 8 oz. . . . 2-pc. \$12.84 T 31 Y 7066—Red dress with red and black striped jacket. Shpg. wt. 1 lb. 8 oz. . . . 2-pc. \$12.84

**F** The High Waist Fashion . . 2 pieces in rayon, cotton and silk. Free-fitting jacket has detachable white overcollar; band trim in front; snap closing. Empire dress has square neckline in front and back; 6-gore skirt. Dry clean. Juniors' sizes 7, 9, 11, 13, 15. Order correct size. T 31Y7062—Lt. peacock blue T 31Y7063—Navy T 31Y7064—Coral red 2 pieces. . . . \$12.76

The ensembles on these two pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears Mail Order House.

How-to-measure information in blue section in back of book.



**A**  
\$12.90  
7 to 15



**B**  
\$14.84  
7 to 15



Shoes on this page sold in shoe section



**C**  
\$10.77  
7 to 15

**D**  
\$13.76  
9 to 17

**E**  
\$12.84  
7 to 15

**F**  
\$12.76  
7 to 15

See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk of your Sears Retail Store. See pages preceding Blue Section in back of book for details.

PCBKMH ANDSLG SEARS 37

# Juniors love a bit of tucks and lace . .



**A** \$8.66

**B** \$8.94

**C** \$9.66

**D** \$4.84

**A** Tiny Hearts and pretty tucks accent this smart dress of shantung-textured cotton and Cupioni® rayon. Dainty tucks all around neckline; heart-shaped pin and buttons; tucked front yoke. Full skirt with gathers all around; cording at the waist. 3-inch hem. Hand wash separately. Juniors' sizes 7, 9, 11, 13, 15. Shipping weight 1 lb. 6 oz. T 31 Y 5182—Navy blue T 31 Y 5183—Geranium rose Order correct size. Each \$8.66

**B** Bow Ties, fine tucks and dainty white lace on a pretty dress in 65% Dacron†, 35% cotton. An automatic wash 'n' wear fashion. Machine washable (see page 33). Tucks on bodice front, lace edging in front and back; bows tie at shoulders. Unpressed-pleat skirt; 3-in. hem. Juniors' sizes 7, 9, 11, 13, 15. State size. Shpg. wt. 1 lb. T 31 Y 5168—Black. . . . \$8.94 T 31 Y 5169—Light blue. . . 8.94 T 31 Y 5170—Light green. 8.94

**C** Bon-Bon Colors . . pastel blue, yellow or green . . in a shirtwaist dress of easy-care 100% Dacron batiste. Dainty silk Schiffl embroidery and lace on front of bodice is dyed to match. Unpressed pleated skirt; 2-inch hem. Hand wash separately; drip dry; wrinkle-resistant. State size. Juniors' sizes 5, 7, 9, 11, 13, 15. T 31 Y 6105—Powder (lt.) blue T 31 Y 6106—Yellow T 31 Y 6107—Lt. Nile green Shpg. wt. 1 lb. . . . Each \$9.66

**D** A White Frosting of Lace on woven check gingham with a leno weave . . excellent quality at this low price. A pretty shirtwaist dress with nylon lace on the front of the bodice and collar. Full gathered skirt. Wrinkle-resistant; washable. Shpg. wt. 12 oz. Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. T 31 Y 1655—Lilac and white checks . . . . . \$4.84 T 31 Y 1656—Turquoise blue and white checks . . . . \$4.84

MEASURE TO BE SURE . . see charts in blue section in back of book. Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears Mail Order House.

SEE FABRIC SAMPLES at Sears Catalog Sales Offices or Catalog Sales Desk of your nearest Sears Retail Store. You can see the patterns and textures of the fabrics. For information about Catalog Sales Offices and Catalog Sales Desks, see pages immediately preceding blue section in back of book.

†DuPont trademark for polyester fiber

38 SEARS ROEBUCK AND CO.



and a dash of white on navy or black



A

\$4.69

Some quality was \$5.74



B \$7.54

C \$4.84



D \$5.84

E \$5.84

### Outstanding VALUE!

**A** Smart, Slim Look in a dress of shantung-textured cotton and Cupioni® rayon. White linen-look rayon cuffs and overcollar. White buttons; set-in pockets. Long zipper and kick pleat in back. 2-inch hem. Hand wash separately; wrinkle resistant. *Order correct size.*  
Juniors' sizes 7, 9, 11, 13, 15.  
T 31 Y 1657—Black  
T 31 Y 1658—Navy blue  
T 31 Y 1659—Lt. taupe brown  
Shpg. wt. 13 oz. . . Each \$4.69

**B** Flout a Flounce and your cares in this easy-care dress of checked Arnel and cotton . . . hand wash separately; drip dry; wrinkle resistant. Back of dress has pearl-like buttons down to pleated flounce. White linen-look rayon dickey; silk organdy bow. *Slate size.*  
Juniors' sizes 7, 9, 11, 13, 15.  
Shipping weight 12 ounces.  
T 31 Y 3126—Black and white  
T 31 Y 3127—Navy and white  
Each . . . . . \$7.54

**C** Big Red Bow . . a bright touch on this easy-to-wear dress of Arnel and cotton . . . hand wash separately; wrinkle resistant. Back of dress buttons down to hem. White collar and cuffs of linen-look rayon; red silk organza bow. 2-inch hem. *Order correct size.*  
Juniors' sizes 7, 9, 11, 13, 15.  
Shipping weight 9 ounces.  
T 31 Y 1662—Black and white checks . . . . . \$4.84  
T 31 Y 1663—Navy blue and white checks . . . . . \$4.84

**D** Fringe Benefit in this dramatic new dress with its own white bead rope. The easy-fitting overblouse has matching fringe around neckline. The fabric is linen-look rayon. The separate slim skirt has a back kick pleat; 2-inch hem . . . looks smart with other blouses. Dry clean. *Measure; order correct size.*  
Juniors' sizes 7, 9, 11, 13, 15.  
Shipping weight 1 lb. 2 oz.  
T 31 Y 3123—Navy 2-pc. \$5.84  
T 31 Y 3124—Black 2-pc. \$5.84

**E** Two-piece Effect in a smart version of the new relaxed look. Shantung-textured Cupioni® rayon and cotton; detachable polka-dotted bow and white cotton pique collar. Lining in front of bodice; mock pocket flaps . . plain back with buttons to waist; kick pleat. 2-inch hem. Hand wash separately. *Slate size. Wt. 11 oz.*  
Juniors' sizes 7, 9, 11, 13, 15.  
T 31 Y 3120—Navy blue  
T 31 Y 3121—Light open blue  
T 31 Y 3122—Yellow. Each \$5.84

BE SURE TO SEE the other wonderful Juniors' fashions on pages 2, 4, 5, 6, 10 through 14; and 17, 18, 19

NO DOWN PAYMENT needed when you add to your Sears Easy Payment Account . . . see inside back cover

PKRMN  
ANDSLGT SEARS 39

# Cotton Knits for Juniors, Misses

All in firm 2-ply cotton knit, all in sizes 7-8 to 15-16

**A** Dot Patterned overblouse and skirt . . . wonderfully wearable, definitely smart-looking. The overblouse is accented with little white buttons. Separate skirt has elasticized waist, back kick pleat, 2-in. hem. 2-ply cotton knit; hand wash. Shpg. wt. 1 lb. *Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16.*  
T 31 Y 4219—Black and white . . . . . \$5.84  
T 31 Y 4220—Peacock blue and white . . . \$5.84

**B** Striped Top Knit in a cable stitch effect . . . attached tie; button closing at back neckline. 2-ply rib knit skirt . . . elasticized waist; back kick pleat; 2-in. hem. Hand wash. Shipping wt. 1 lb. *Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16.*  
T 31 Y 4221—Lt. blue, black and white striped top; black skirt . . . \$5.84  
T 31 Y 4222—Red, black and white striped top; black skirt . . . \$5.84



**A**  
\$5.84

**B**  
\$5.84



**C** \$6.84

**D** \$8.56

**C** Woven Plaid suit-dress . . . 2-ply Permalath® cotton knit. Smart cardigan jacket has mock pockets; gold-color buttons. Skirt has elasticized waist, walking pleat in back, 2-inch hem. Hand wash. Shpg. wt. 1 lb. 2 oz. *Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16.*  
T 31 Y 4223—Blue and turquoise . . . 2 pieces \$6.84  
T 31 Y 4224—Coral red and olive . . . 2 pieces \$6.84

**D** Ribbed Knit suit-dress. The double-breasted jacket is lightly bloused, has sailor collar. The slim skirt has zipper closing and kick pleat in back. 2-ply cotton knit; hand wash separately. Shpg. wt. 1 lb. 12 oz. *Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16.*  
T 31 Y 5173—Cornflower (medium) blue. 2 pcs. \$8.56  
T 31 Y 5174—Bright spring green . . . 2 pieces \$8.56



**E**  
\$8.84

**E** Polka Dot patterned 2-pc. dress. The top has an elasticized band, may be worn bloused low on the hips or at the waist . . . becoming cowl collar; zipper at back neckline. The slim skirt has a kick pleat in back; 2-inch hem. 2-ply cotton knit . . . hand wash separately. Shipping wt. 1 lb. 12 oz. *Fits Juniors and Misses. State size 7-8, 9-10, 11-12, 13-14, 15-16.*  
T 31 Y 5189—Dark blue and lilac on pale lilac  
T 31 Y 5190—Marigold and rose on pink  
2-pc. dress . . . Each \$8.84

Be sure to see the wonderful fashions for Juniors on pages 2, 4, 5, 6, 10 through 14; 17, 18 and 19.

USE SEARS EASY TERMS . . . see inside back cover for complete details



# Fashions to delight Juniors



**A** \$4.84  
7 to 17

**B** \$5.84  
7-8 to 15-16

## News in Low-belted Dresses

**A** Don River Wrinkl-Shed® Cotton with Dri-don® in a smart-looking woven plaid that has a dobby-weave design. Easy-fitting button-back dress. Becoming banded neckline; fabric belt; 3-inch hem. Washable... needs little ironing; resists wrinkles. Straw bag is sold on page 44.

*Juniors' sizes 7, 9, 11, 13, 15, 17.*  
Order correct size. Shipping weight 1 pound.  
T 31 Y 1660—Light beige plaid.....\$4.84  
T 31 Y 1661—Dusty aqua blue plaid.....4.84

**B** Oxford Cloth Combed Cotton favors the relaxed silhouette... white-white dress with brightly printed belt and headband. Step-in style; inverted pleats in back of bodice; back kick pleat; 2-inch hem. Gold-color buttons and buckle. Washable... little ironing; resists wrinkles.

*Fits Juniors and Misses... State size 7-8, 9-10, 11-12, 13-14, 15-16. Shipping weight 1 pound.*  
T 31 Y 4218—White dress with red and gold printed belt and headband.....\$5.84

MEASURE... how-to-measure information and charts are in the Blue Section in back of book.



**C** \$5.84 7 to 15

**D** \$6.84 5 to 15

## Stripes take new fashion directions

**C** Luster-stripe Dress... rayon and acetate with a leno weave. Bib collar and tab in front... back of dress has the same pointed collar. Unpressed pleated skirt; 2-inch hem. Hand wash separately. *State size.* *Juniors' sizes 7, 9, 11, 13, 15.* Shipping weight 1 lb. 2 oz.  
T 31 Y 3117—Pink and white  
T 31 Y 3118—Lt. blue and white  
T 31 Y 3119—Light green and white..... Each \$5.84

**D** Nautical Stripes go ashore in this charming casual of combed cotton twill. One-piece dress with jacket-effect bodice; red anchor applique; mock pockets. The back has a square neckline; long zipper; kick pleat. 2-inch hem. Washable. *Juniors' sizes 5, 7, 9, 11, 13, 15.* *Measure; order correct size.* Shipping weight 1 lb. 1 oz.  
T 31 Y 4215—White with navy and white stripes.....\$6.84

## The Slim Dress with a New Look

**E** Paisley Print in deep, rich colors on expensive combed cotton... washable; drip dry; little ironing. Bows mark waistline in front and back; soft gathers give a blouson-effect. Back of dress buttons to waist, zips to below hips. Back kick pleat; 2-in. hem. *State size.* *Juniors' sizes 7, 9, 11, 13, 15.* Shpg. wt. 1 lb. 1 oz.  
T 31 Y 4213—Deep gold  
T 31 Y 4214—Bright blue  
Each.....\$5.84



**E** \$5.84  
7 to 15

Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears Mail Order House.

PCRMN  
ANDSLE  
SEARS 41

# Juniors fashion features...the Flounces



**A**  
\$11.70  
7 to 15

**A Flounce with Pockets** on this captivating dress in a beautiful new cotton that has a textured pincheck weave and a soft luster. Step-in style; bow and white collar. Fabric belt over full flounce; patch pockets. Hand wash separately. Order correct size.  
Juniors' sizes 7, 9, 11, 13, 15. Shipping weight 1 lb. 2 oz.  
T 31 Y 7070—Medium brown  
T 31 Y 7071—Bright rose  
T 31 Y 7072—Bright blue  
Each .....\$11.70



**B**  
\$5.84  
7 to 15

**C**  
\$8.84  
7 to 15

**B The Banded Flounce** dress with a pretty stand-away collar. The fabric is a deep-toned cotton plaid . . . machine washable, drip dry . . . wrinkle-resistant. Collar pulls through tab; button trim; side zipper. Softly pleated flounce; 2-inch hem. Order correct size.  
Juniors' sizes 7, 9, 11, 13, 15. Shipping weight 1 pound.  
T 31 Y 4200—Gold with black, gray and white.....\$5.84  
T 31 Y 4201—Red with black, gray and white.....\$5.84

**C The Flored Flounce** dress . . . a sophisticated, all-season fashion that you can accessorize to meet the occasion. The fabric is combed cotton with a fine texture that looks like pique. Coat style with flattering long lines. Hand wash separately. State size.  
Juniors' sizes 7, 9, 11, 13, 15. Shipping weight 1 lb. 12 oz.  
T 31 Y 5171—Navy blue with navy blue belt, buttons.....\$8.84  
T 31 Y 5172—Red with red belt and buttons.....\$8.84

## SHIRTAIST DRESSES SHOWN ON OPPOSITE PAGE

**D Embroidered Shirtwaist** dress of very fine cotton broadcloth . . . hand wash separately; drip dry. A pretty band of Schiffl embroidery trims the sleeves and back of the bodice. Step-in style; full skirt. State Juniors' size 7, 9, 11, 13, 15.  
T 31 Y 5184—Lt. mint green  
T 31 Y 5185—Geranium rose  
T 31 Y 5186—Copen blue  
Shpg. wt. 1 lb. 2 oz. . . . Each \$8.84

**E Bright Sash** . . . a gay touch on this shirtwaist dress of fine combed cotton broadcloth. Convertible collar; unpressed pleated skirt; 2-inch hem. Washable. Order correct size. Shpg. wt. 1 lb. 3 oz. Juniors' sizes 7, 9, 11, 13, 15.  
T 31 Y 4202—Peach pink with coral red sash.....\$5.84  
T 31 Y 4203—Aqua blue with navy blue sash.....\$5.84

**F Sweater Dress** . . . nicely tailored . . . a remarkable value! Coat-style shirtwaist dress of linen-look rayon; 3-inch hem. Flower-printed Orlon® knit sweater can be worn with other dresses. Hand wash separately. Wt. 1 lb. 10 oz. Juniors' sizes 7, 9, 11, 13, 15.  
T 31 Y 5191—White dress; white sweater with blue and light green print. State size . . . 2 pieces. \$9.33

**G Draped Cumberbund Effect**, front tied, cinches the waist of this wonderful, full-skirted shirtwaist dress. Fashioned in easy-care Dacron® and cotton printed with roses . . . hand wash separately; drip dry . . . needs little ironing; resists wrinkles. Step-in style; 2-in. hem. State size. Shpg. wt. 1 lb. Juniors' sizes 7, 9, 11, 13, 15.  
T 31 Y 7680—Olive green, orange and turquoise on white.....\$15.50  
T 31 Y 7681—Rose, olive green and violet on white.....\$15.50

**H Slim Shirtwaist** in linen-look rayon and acetate with a woven flower stripe . . . wrinkle-resistant. Buttoned tab step-in style has set-in pockets with buckle trim. The back of the dress has a shoulder yoke; action pleat; buttoned half-belt; kick pleat. 2-inch hem. Dry clean. Wt. 1 lb. 8 oz. Juniors' sizes 7, 9, 11, 13, 15, 17.  
T 31 Y 6108—Bright blue and white  
T 31 Y 6109—Mustard gold with white. State size . . . Each \$9.84

**J Tailored jewelry.** State gold color and white pearl, rust, yellow or jet. Wt. ea. 2 oz. Prices include 10% Federal Excise Tax.  
4 Y 3823E—Necklace—adjusts 12 to 15½ inches.....\$1.00  
4 Y 3824E—1-in. clip earring. 1.00  
4 Y 3825E—¾-in. bracelet. 1.00

**MEASURE TO BE SURE** . . . see charts in Blue Section in back of book. Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Sears Mail Order House.

\* See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk of your Sears Retail Store. See pages preceding Blue Section in back of book.



# and the Classic Shirtwaists



**D**  
\$8.84  
7 to 15

**J**  
\$1.00  
each



**E** \$5.84 7 to 15

**F** \$9.33 7 to 15 ↑

**G**  
\$15.50  
7 to 15



**H**  
\$9.84  
7 to 17



PCRM  
ANDSLS SEARS 43





**A**  
\$11.84  
7 to 15



**B** \$7.84 7 to 15

**C** \$6.84 7 to 15

**D** \$7.97 7 to 15

## Juniors are going on a spree

**A** Pleated-skirt Fashion in excellent quality cotton. A dress with an unlimited social life... it might begin the day at noon, end late evening. The flattering long-line bodice has a pleated yoke in front; V neckline and long zipper in back. Tiny knife pleats swirl out from the cuffed hipband. Dry clean.  
Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. Shipping weight 1 lb. 12 oz.  
T 31 Y 7073—Aqua blue \$11.84  
T 31 Y 7074—Red 11.84

**B** Lace and tucks with a new intricate twist, plus tiny buttons on the front of the bodice... unpressed pleated skirt. A charming dress with scoop neckline in back; bow-trimmed belt, 3-in. hem. Fine lustrous cotton... hand wash separately.  
Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. Shipping weight 1 lb. 8 oz.  
T 31 Y 5192—Black and white woven stripes \$7.84  
T 31 Y 5193—Red and white woven stripes \$7.84

**C** Dyed-to-match Lace... enchanting detail on this demure dress of fine quality, combed cotton broadcloth. Bodice has front yoke and tucking; long back zipper. Sleeves are shirred; lace edging goes all around the bateau neckline. The skirt is a whirl of unpressed pleats; 2-inch hem. Washable.  
Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size. Shipping weight 1 lb.  
T 31 Y 4209—Lt. blue, \$6.84  
T 31 Y 4210—Pink 6.84

**D** 2-Piece Twin Print... cotton voile top misted over a cotton satin sheath. A very pretty, versatile outfit! Top dips to a V in back, ending in a waistline bow. Dress (see sketch above) has scoop neckline, front and back; long back zipper; back kick pleat; 2-inch hem. Hand wash separately. Shpg. wt. 1 lb.  
Juniors' sizes 7, 9, 11, 13, 15. Measure; order correct size.  
T 31 Y 5194—Geranium rose, maize and white flower print... 2 pieces \$7.97

**Leather-trim Rattan Basket**... sturdy carry-all with brass-stud accents. Imported from Hong Kong. About 12 x 6 1/2 in. Wt. 2 lbs. 88 Y 1401E—Natural. Price includes 10% Fed. Excise Tax \$5.26

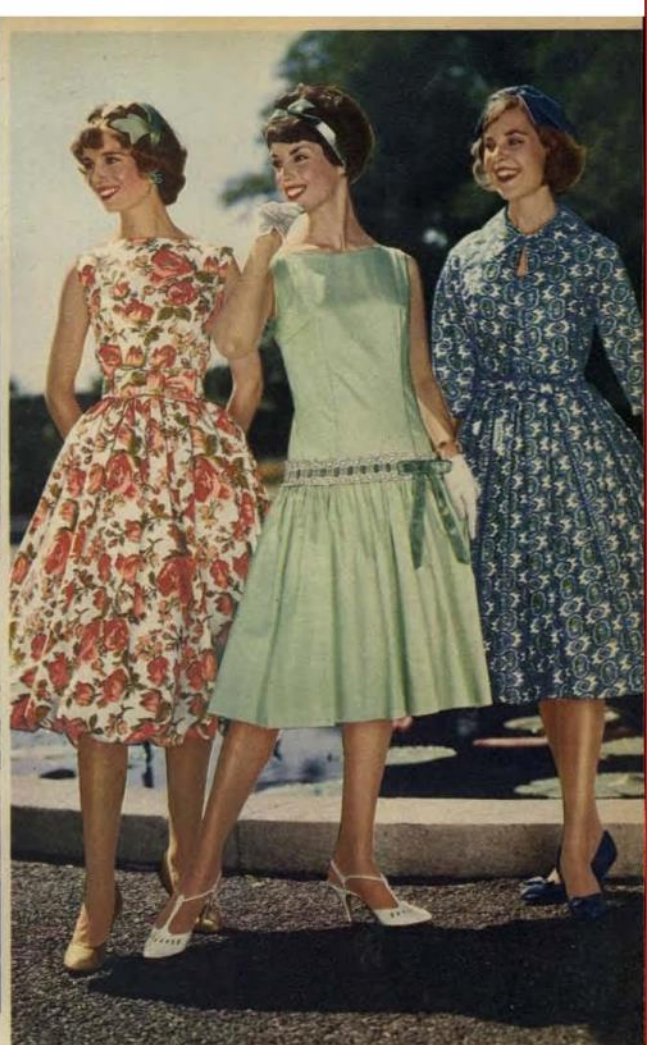
Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and allow postage from your Sears Mail Order House.





**A** \$11.84 5 to 15

**B** \$7.54 7 to 15



**C** \$6.84 7 to 15

**D** \$6.84 5 to 15

**E** \$10.84 7 to 15

## of pretty cottons this season

**A Embroidered Panel Dress** . . a confection of pastel-colored sheer cotton iced with beautiful white schiffli embroidery. Long back zipper; corded waistline; full gathered skirt; 2-inch hem. Hand wash separately. *Measure; order correct size.*  
**Juniors' sizes 5, 7, 9, 11, 13, 15. Shpg. wt. 12 oz.**  
**T 31 Y 7088—Light pink and white. . . . . \$11.84**  
**T 31 Y 7089—Light blue and white. . . . . 11.84**

**B Bare Shoulder Dress** . . cotton lawn in a shadowy printed plaid, bordered by a double band of crisp white organdy. Pretty lace medallions all around border and on front of bodice. Long back zipper; unpressed pleated skirt. Washable. *Order correct size.*  
**Juniors' sizes 7, 9, 11, 13, 15. Shpg. wt. 1 lb. 1 oz.**  
**T 31 Y 4217—Black and white plaid. . . . . \$7.54**

**C Harem Skirt Dress** . . a young, sophisticated new look! In fine quality, washable cotton. The skirt is completely lined to keep its wonderful shape. The becoming bateau neckline descends in a V in back. Long back zipper; bow-trimmed fabric belt. *Measure; order correct size.*  
**Juniors' sizes 7, 9, 11, 13, 15. Shipping weight 1 lb. 4 oz.**  
**T 31 Y 4205—Geranium rose and gold print on white. . . . . \$6.84**  
**T 31 Y 4206—Turquoise blue, green print on white. . . . . \$6.84**

**D Easy Fitting Dress** skips the waist, accents the hip-line with a band of white cotton lace, ribboned and bowed in nylon velvet. Bateau neckline and simple bodice are ideal for accessorizing. Full gathered skirt; side zipper. Fine quality, combed cotton broadcloth . . washable. *Measure; order correct size.*  
**Juniors' sizes 5, 7, 9, 11, 13, 15. State size. Shpg. wt. 1 lb.**  
**T 31 Y 4207—Lt. mint green; dark green ribbon. . . . . \$6.84**  
**T 31 Y 4208—Lt. blue; copen blue ribbon. . . . . \$6.84**

**E The Jacketed Dress** doffs its little cover-up for a look at the sun. The dress has an all-around pleated midriff, unpressed pleated skirt . . square neckline and long zipper in back; 2-inch hem. Fine quality cotton that resists wrinkles . . hand wash separately. *Measure; order correct size.*  
**Juniors' sizes 7, 9, 11, 13, 15. Shipping weight 1 lb. 8 oz.**  
**T 31 Y 6110—Turquoise blue, green and white print. . . \$10.84**  
**T 31 Y 6111—Medium brown, orange, white print . . . \$10.84**



Juniors can wear the Wash and Wear Orlon® Knits on page 25 . . order by bust and hip measurements on Misses' chart. Measure . . see Blue Section.

NO DOWN PAYMENT NEEDED when you add to your Easy Payment Account . . see inside back cover

PERKIN AND SONS SEARS 45



Here is a world  
of fashion for  
women who wear

*Half Sizes*



**C**  
\$11.96  
12½ to 22½

**A** \$12.96 \$13.96  
14½ to 24½ 30T to 44T

**B** \$8.96  
14½ to 24½; 38 to 44

For the Woman Who Wears a Half Size . .  
you'll find more exciting fashions on  
pages 4, 8, 9, 12, 14, 16, 19, 22, 24, 25,  
26, 27, 28, 29, 30, 32, 33, 34 and 35.

**D**  
\$10.84  
14½ to 24½



**E**  
\$16.50  
14½ to 24½  
38 to 44



- A** Handsome Ribbon-knit Effect in acetate and nylon jersey that looks like expensive ribbon knit. Fully lined dress has concealed hip pockets. In back . . . V neckline, long zipper; back kick pleat. Dry clean. Shoes sold on page 15.

Order correct size. Shpg. wt. 1 lb. 13 oz.  
Half sizes 14½, 16½, 18½, 20½, 22½, 24½;  
T 31 Y 7500—Light beige . . . \$12.96  
T 31 Y 7501—Black . . . 12.96  
Tall\* Women's sizes 38T, 40T, 42T, 44T.  
T 31 Y 7518—Light beige . . . \$13.96  
T 31 Y 7519—Black . . . 13.96

\* About 2½ in. longer than regular women's sizes

- B** Easy-on Coat Dress, comfortable and easy to wear in linen-look rayon and cotton, firmly woven with a subtle luster. Ascot collar and pockets are etched with white embroidery, while tiny buttons skip down the front in pairs. Skirt has back kick pleat; 3-inch hem. Hand wash separately.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½;  
Women's sizes 38, 40, 42, 44.  
Order correct size. Shpg. wt. 1 lb. 8 oz.  
T 31 Y 5986—Medium blue . . . \$8.96  
T 31 Y 5987—Light lavender . . . 8.96  
T 31 Y 5988—Navy blue . . . 8.96

- C** Tucked Dacron† Sheer cool and carefree . . . drips dry, needs only touch-up ironing . . . travels beautifully! Bodice is tucked in front, frosted with a bit of lace. Gracefully tucked, the skirt falls into a slender, flattering line. Hand wash separately.

Half sizes 12½, 14½, 16½, 18½, 20½, 22½;  
Measure; order correct size. Shpg. wt. 12 oz.  
T 31 Y 7503—Lilac . . . \$11.96  
T 31 Y 7504—Light pink . . . 11.96

† DuPont trademark for polyester fiber

- D** Spring Ensemble, newly printed in an exciting flower pattern on pebbly textured acetate crepe that has a silk-like luster. Hand-somely detailed dress has scoop neckline in front with fine pleating, flattering multi-gored skirt; 2-inch hem. Separate short jacket is gently molded. Dry clean.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½;  
Order correct size. Shpg. wt. 1 lb. 8 oz.  
T 31 Y 6713—Slate blue and gray . . . \$10.84  
T 31 Y 6714—Cornflower blue and white 10.84

- E** Elegant Lace Dress, timeless fashion in every detail. Exquisite nylon and acetate lace over acetate taffeta. The bodice is softly draped with its own rhinestone pin. Gently gored skirt, 2-inch hem. Dry clean.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½;  
Women's sizes 38, 40, 42, 44. Slate size.  
T 31 Y 7900—Light gray lace over rose pink  
T 31 Y 7901—Powder blue over powder blue  
T 31 Y 7902—Navy blue lace over navy blue  
T 31 Y 7903—Dusty rose lace over dusty rose  
Shipping weight 2 pounds . . . Each \$16.50

Measurement charts and information . . . see blue section in back of the book.

Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears Mail Order House.

- F** Flattering Low-banded Dress, shaped with ease in shantung-textured cotton and Cupioni® rayon . . . smart in navy or black. The slim skirt has back kick pleat; 2-inch hem. Self fabric flowers; belt included. Hand wash separately. Hat sold, page 9.

Half sizes 14½, 16½, 18½, 20½, 22½;  
Women's sizes 38, 40, 42, 44.  
Order correct size. Shpg. wt. 1 lb. 4 oz.  
T 31 Y 6715—Navy blue . . . \$10.84  
T 31 Y 6716—Black . . . 10.84

- G** Dramatic Embroidery Sheath in lightweight, all-over embroidered cotton eyelet, fully lined in acetate taffeta. Dress is "puffed" at the side, trimmed with a touch of glitter. Neckline dips to a shallow V in back; long back zipper and kick pleat. Dry clean. For straw hat, see page 4.

Half sizes 14½, 16½, 18½, 20½, 22½;  
Measure; please order your correct size.  
Shipping weight 1 pound.  
T 31 Y 7506—Black . . . \$12.84

- H** New High-line Silhouette lifts the waistline with a width of black velvet, bows it in back with long streamers. In white-nubbed rayon and acetate that has a waffle-weave effect. Long back zipper; back kick pleat; 2-inch hem. Hand wash. Order correct size. Shipping weight 1 pound.

Half sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½; Misses' sizes 14, 16, 18, 20.  
T 31 Y 5991—Spring green (lt.) . . . \$7.84  
T 31 Y 5992—Coral pink . . . 7.84

**H**  
\$7.84  
12½ to 24½  
14 to 20

**F** 14½ to 22½; 38 to 44 \$10.84 **G** \$12.84 14½ to 22½

# The Ensemble

.. a beautifully detailed dress  
to wear with or without its jacket



A

\$15.70  
14½ to 24½

B

\$9.54  
14½ to 24½  
30 to 44  
14 to 20

C

\$15.00  
14½ to 22½

D

\$12.84  
14½ to 24½  
30 to 44

48 SEARS  
PCRMH  
AM02LG



**A** Lace Jacket, Crepe Dress meet in perfect elegance for those very special moments. Gently molded jacket of Chantilly-type lace (acetate-and-nylon) is dyed to match the dress. The handsomely detailed dress is in our finest quality, finely ribbed acetate and rayon crepe. Dress has tucked bodice in front, slender skirt with 3-gore back; 2-in. hem. Dry clean. More fashions for those special occasions on pages 19 and 46.  
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Measure; order your correct size. Shpg. wt. 1 lb. 8 oz.  
T 31 Y 7987—Light blue... \$15.70  
T 31 Y 7990—Rose... 15.70  
T 31 Y 7991—Navy blue... 15.70

**B** New Twin Printings of early-blooming flowers, massed on a sophisticated late-day ensemble. Matching jacket of sheer nylon chiffon over slim sheath of acetate taffeta. Sleeveless dress has cut-out and tab neckline; scooped in front; 2-inch hem. Hand wash separately. Shpg. wt. 1 lb. 2 oz.  
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Women's sizes 38, 40, 42, 44. Misses' sizes 14, 16, 18, 20. Measure; order your correct size.  
T 31 Y 5975—Cornflower blue print on white... 2-pcs. \$9.54  
T 31 Y 5976—Rose and pink print on white... 2-pcs. \$9.54

**C** Suit-style Ensemble in linen-look rayon woven with an exquisite rose pattern... resembles fine damask. Hip-tip jacket is gently shaped and bowed in front, subtly suggesting the new high-line look. The dress is touched with white pique at the neckline... in back it has a long zipper and kick pleat. 2-inch hem. Semi-lined jacket. Dry clean. Shpg. wt. 2 lbs.  
Half sizes 14½, 16½, 18½, 20½, 22½. Order your correct size.  
T 31 Y 7992—Spring brown (med.)  
T 31 Y 7993—Medium blue  
Each 2-pc. outfit... \$15.00

**D** A Dress and its Jacket are fashion partners in an ensemble of shantung-textured cotton and Cupioni® rayon. Fitted jacket is cropped to just above the waist. The dress has a V neckline in back, while in front it is scooped and bowed. Its skirt is a whirl of tucks that are both graceful and flattering. Dry clean. Shpg. wt. 1 lb. 10 oz.  
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Women's sizes 36, 38, 40, 42, 44. Order correct size.  
T 31 Y 7509—Lt. peacock blue  
T 31 Y 7510—Navy blue  
Each... \$12.84

**MEASURE TO BE SURE.** How-to-measure information and charts in blue section in back of the book. Dresses on these two pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Sears Mail Order House.

\*Tall Women's sizes about 2½ inches longer than regular women's sizes



## The Suit-Dress... a 'round-the-clock fashion

\$8.84 14½ to 24½ \$9.54 38T to 44T

**The Easy-going Silhouette**, becoming to everyone... textured rayon with a mesh weave. The jacket is bloused and bowed in back over peplum. Slim skirt, back kick pleat; 3-in. hem. Hand wash separately. State size. Shpg. wt. 2 lbs.  
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Please be sure to measure.  
T 31 Y 5979—Medium copen blue \$8.84  
T 31 Y 5980—Lt. mocha brown... 8.84  
Tall\* Women's 38T, 40T, 42T, 44T.  
T 31 Y 6079—Medium copen blue \$9.54  
T 31 Y 6080—Lt. mocha brown... 9.54

\$6.84 14½ to 24½ \$7.54 38T to 44T

**The Graciously Collared Dress**... finely ribbed acetate and rayon faille. Collar has scallops in front, rows of pording all around; front pockets. Slim skirt, back kick pleat; 2-inch hem. Dry clean. Order correct size.  
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Shipping weight 1 lb. 3 oz.  
T 31 Y 3713—Navy... \$6.84  
T 31 Y 3714—Black... 6.84  
Tall Women's 38T, 40T, 42T, 44T.  
T 31 Y 3933—Navy T 31 Y 3934—Black  
Shpg. wt. 1 lb. 3 oz. Each \$7.54

\$9.84 14½ to 24½

**The Dressmaker Look** in lightweight cotton with a subtle texture. The jacket is femininely detailed... cuffed neckline yoke with white applied braid trim, and bow, rhinestone highlights. Back bodice is tucked above peplum. Skirt has 2-inch hem. Hand wash separately.  
Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size. Shpg. wt. 1 lb. 4 oz.  
T 31 Y 6717—Dusty copen blue (med.)  
T 31 Y 6718—Dusty medium green  
Each... \$9.84

## Little-Iron Cotton

**A** Bow Collar Dress in combed pique-type cotton with a fine texture. . hand wash separately; drip dry. V-neckline and long zipper in back. Front of skirt has buttoned-band detail; set-in pockets. . back kick pleat. *State size.* Wt. 1 lb. 8 oz.  
*Half sizes 14½, 16½, 18½, 20½, 22½, 24½.*  
 T 31 Y 5995—Light lavender. . . . . \$7.87  
 T 31 Y 5996—Navy blue. . . . . 7.87  
*Tall Women's sizes 38T, 40T, 42T, 44T.*  
 T 31 Y 6095—Light lavender. . . . . \$8.54  
 T 31 Y 6096—Navy blue. . . . . 8.54

**A**  
 \$7.87  
 14½ to 24½  
 \$8.54  
 38T to 44T



**D** \$7.96 \$8.81  
 14½ to 24½ 46 to 52  
 38 to 44

**E** \$6.84  
 14½ to 24½

**MEASURE TO BE SURE** . . . see charts in Section in back of book. The dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Sears Mail Order House.



**B** \$5.84 \$6.54  
 14½ to 24½ 38T to 44T  
 36 to 44

**C** \$8.84  
 14½ to 24½

## Woven Check Gingham . . neat as a pin!

**B** Step-in Shirtwaist . . expensive looking embroidery on collar and front of dress. Set-in pockets; 2-inch hem. Washable. Shpg. wt. 12 oz. *Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 36, 38, 40, 42, 44. State size.*  
 T 31 Y 4757—Black and white  
 T 31 Y 4758—Light open blue and white. . . . . Each \$5.84  
*Tall Women's sizes 38T, 40T, 42T, 44T. State size.*  
 T 31 Y 4797—Black and white  
 T 31 Y 4798—Light open blue and white. . . . . Each \$6.54

**C** Dress and Jacket high-lighted with embroidery and nailheads. Jacket has a detachable overcollar of white cotton pique. Sleeveless dress has scoop neckline in back. . slim skirt with set-in pockets; 3-gore back. Combed cotton. . hand wash separately; drip dry; wrinkle resistant. Wt. 1 lb. *Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.*  
 T 31 Y 5993—Black and white woven checks. . . . . \$8.84  
 T 31 Y 5994—Pink and white woven checks. . . . . \$8.84

## Dacron® Batiste . . needs little ironing

**D** Embroidery and Tucks accent the front of this step-in dress. 3-in. hem. Dacron batiste, automatic wash 'n' wear, machine wash, see p. 33. *Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's 38, 40, 42, 44. State size.* Wt. 1 lb.  
 T 31 Y 5997—Light blue. \$7.96  
 T 31 Y 5998—Coral pink. 7.96  
 T 31 Y 5999—Lt. lilac. . . . . 7.96  
*Larger Women's 46, 48, 50, 52. State size.* Shpg. wt. 1 lb.  
 T 31 Y 6097—Light blue. \$8.81  
 T 31 Y 6098—Coral pink. 8.81  
 T 31 Y 6099—Lt. lilac. . . . . 8.81

**E** Tucks and looping add pretty detail to this classic shirtwaist dress. The skirt has unpressed pleats all around; 2-inch hem. Rhinestone glitter buttons. Easy-care Dacron batiste with a chain and dot print. . hand wash separately; drip dry. *Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.* Shipping weight 11 ounces.  
 T 31 Y 3706—Black print on white ground. . . . . \$6.84  
 T 31 Y 3707—Sage green print on white ground. . . . . \$6.84





\$10.84

14½ to 24½  
36 to 44

\$10.84

14½ to 22½



\$9.54

14½ to 24½  
36 to 44

\$10.54

46 to 52

\$10.84

16½ to 24½

\$11.84

36T to 44T

**Cool, Cool Mesh . . wonderful textured fabric of acetate and nylon that sheds wrinkles**

**Easy-to-wear Coat Dress** with a smart simplicity of line becoming to every age, every figure. Exceptionally well made . . criss-cross detail at front neckline; shoulder flanges; multi-tucked and gored skirt; 2-inch hem. Acetate and nylon mesh . . hand wash separately; wrinkle-resistant. *Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44. State size. Shpg. wt. 1 lb. 8 oz.*

T 31 Y 6719—Powder blue . . \$10.84  
T 31 Y 6720—Navy blue . . . 10.84  
T 31 Y 6721—Dusty rose . . . 10.84

**Two-piece Dress . . travels with utmost ease.** The peplum jacket has a detachable overcollar of crisp white linen-look rayon . . a fabric bow accents the waistline in back. The slim skirt has a back kick pleat; 2-inch hem. Acetate and nylon mesh . . hand wash separately; wrinkle-resistant. *Measure; order correct size. Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44. Shipping weight 1 pound 8 ounces.*

T 31 Y 6722—Navy blue . . \$10.84  
T 31 Y 6723—Dusty rose . . . 10.84  
T 31 Y 6724—Powder blue . . 10.84

See Fabric Samples at Sears Catalog Sales Offices or Catalog Sales Desk of your nearest Sears Retail Store. See pages immediately preceding blue section in back of the book for complete information

**Semi-sheer Boucle . . new nubby-textured fabric of rayon and acetate . . wrinkle resistant**

**Classic Casual**, the coat dress with tuckered shoulder yoke, bow and glittering rhinestone trim. Easy flared skirt has 3-inch hem. Rayon and acetate boucle . . lightweight, nubby-textured fabric with white flecks . . travel-perfect, wrinkle resistant. Hand wash. *State size. Shipping weight 1 lb. 10 oz. Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44. T 31 Y 5977—Lavender with white \$9.54 T 31 Y 5978—Rose pink with white 9.54 Larger Women's sizes 46, 48, 50, 52. T 31 Y 6077—Lavender with white \$10.54 T 31 Y 6078—Rose pink with white 10.54*

**Beautifully Detailed Dress** with tab-trimmed neckline. Tucked bodice; shoulder flanges; scoop neckline in back. Multi-gored skirt has 2-in. hem. Lightweight, textured rayon and acetate boucle with white flecks . . resists wrinkles. Hand wash separately. *State size. Shpg. wt. 1 lb. 12 oz. Half sizes 16½, 18½, 20½, 22½, 24½. T 31 Y 6725—Beige with white . \$10.84 T 31 Y 6726—Lt. green with white 10.84 Tall\* Women's 38T, 40T, 42T, 44T. T 31 Y 6875—Beige with white . \$11.84 T 31 Y 6876—Lt. green with white 11.84*

\*About 2½ inches longer than regular women's sizes

NO DOWN PAYMENT needed when you add to your Easy Payment Account . . see inside back cover

SEARS 51

# NAVY BLUE

especially  
flattering in  
half sizes, women's  
and larger sizes



Solid  
or Print  
16½ to 24½

14½ to 24½  
38 to 44  
46 to 52

14½ to 24½

Long sleeve or  
short sleeve  
12½ to 24½  
36 to 44  
46 to 52

**Big Collar Dress**, printed or plain . . . shantung-textured cotton and Cupioni® rayon. Collar has white applied trim all around . . . flattering multigored skirt; 2-inch hem. Hand wash separately.

Shipping weight 1 pound 8 ounces.  
Please measure; order correct size.

Half sizes 16½, 18½, 20½, 22½, 24½.

**Solid Color**

T 31 Y 6729—Navy blue . . . \$9.84

T 31 Y 6730—Light violet . . . 9.84

**Polka Dot Print**

T 31 Y 6727—Navy; white dots . . . \$9.84

T 31 Y 6728—Lt. violet; white dots 9.84

52 SEARS  
ROEBUCK  
AND CO.

**Full-skirted Dress** designed with figure-flattering lines . . . luster-stripe rayon and acetate with a leno-weave. Dress has shoulder flanges, white neckline trim, glitter-studded bow . . . wide gored skirt. Hand wash separately.

Shipping weight 1 pound.

Please measure; order correct size.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 38, 40, 42, 44.

T 31 Y 3710—Navy; navy stripes \$5.84

T 31 Y 3711—Black; black stripes \$5.84

T 31 Y 3712—Lt. blue; white stripes \$5.84

T 31 Y 3905—Navy; navy stripes . \$6.54

T 31 Y 3906—Black; black stripes . 6.54

T 31 Y 3907—Lt. blue; white stripes 6.54

**One-piece Dress** that has the manners and appearance of a two-piece suit-dress . . . smart-looking in navy or geranium pink. Tailored in a blend of rayon and Bemberg rayon with a shantung texture. Dress is gently bloused in back above all-around peplum . . . white over-collar trimmed with rhinestones and braid applique . . . step-in style, buttons to below waist. Slim skirt has back kick pleat; 2-inch hem.

Hand wash separately.

Shipping weight 1 pound 8 ounces.

Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Order correct size.

T 31 Y 5984—Navy blue . . . \$8.84

T 31 Y 5985—Geranium pink (med.) 8.84

**Shirtwaist Dress** . . . choice of sleeve length and fabric. Dress has tucked front; shoulder flanges . . . gored skirt. Hand wash separately. *Slate size.*

**Long-sleeve dress** . . . fine quality, smooth rayon crepe. Shpg. wt. 14 oz.

Half sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½; Women's 36, 38, 40, 42, 44.

T 31 Y 3850—Navy with white dots. \$5.84

Larger Women's sizes 46, 48, 50, 52.

T 31 Y 3950—Navy with white dots. \$6.54

**Short-sleeve dress** in sheer Bemberg rayon. Shipping weight 10 ounces.

Half sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½; Women's 36, 38, 40, 42, 44.

T 31 Y 3653—Navy with white dots. \$5.84

Larger Women's sizes 46, 48, 50, 52.

T 31 Y 3923—Navy with white dots. \$6.54







\$9.54 14½ to 24½

\$6.84 14½ to 24½



\$6.84  
14½ to 24½  
36 to 44

### Easy-care, Easy-wear Jersey Dresses

*Quick to launder . . . need little or no ironing, resist wrinkles*

**Celaperm Jersey** . . . acetate with woven stripes. Youthful coat dress has its own matching scarf . . . rhinestone-studded buttons parade down the front; bow-tied sleeves. Skirt has unpressed front pleats. Hand wash separately. Wt. 1 lb. 10 oz. *Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State size.*  
T 31 Y 5989—Navy blue with white stripes . . . \$9.54  
T 31 Y 5990—Turquoise blue with white stripes . . . \$9.54

**Flowering Arnel Jersey**, richly printed easy-care fabric . . . needs no ironing, sheds wrinkles . . . travels beautifully. Dress has V neckline, shoulder tucks, and all-around pleated skirt. Washable . . . pleats stay in! *Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Measure; order correct size.* Shipping weight 1 pound.  
T 31 Y 3700—Cornflower blue (med.), turquoise blue and green print on white . . . \$6.84

### Paisley Stripe

*. . . lustrous cotton-and-acetate pongee*

**Versatile Shirtwaist**, richly colored acetate and cotton pongee. Dress has shoulder tucks, and a wide graceful multi-gored skirt. Hand wash separately. *Order correct size.* Shipping weight 12 oz.  
*Half sizes 14½, 16½, 18½, 20½, 22½, 24½; Women's sizes 36, 38, 40, 42, 44.*  
T 31 Y 3709—Multicolor print on ivory beige . . . \$6.84



\$6.84 14½ to 24½ \$7.54 38T to 44T

\$6.84 14½ to 24½

### Textured Cotton and Cupioni® Rayon

*Lightweight blend that has a subtle shantung texture*

**Trim Sheath** adds a pretty bow to point up its easy lines . . . button and tab trimmed front; hip pockets. Skirt has back kick pleat, 2-inch hem . . . hand wash separately. *Order correct size.*  
*Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Wt. 10 oz.*  
T 31 Y 3703—Med. gray . \$6.84  
T 31 Y 3704—Taupe brown . \$6.84  
*Tall Women's\* sizes 38T, 40T, 42T, 44T. Wt. 10 oz.*  
T 31 Y 3903—Med. gray . \$7.54  
T 31 Y 3904—Taupe brown . \$7.54

\*about 2½ inches longer than regular Women's sizes

**Full-skirted Coat Dress** takes a sash with white duco-printed polka dots. The skirt is a graceful sweep of multi-tucks and gores. Cotton and Cupioni® rayon . . . hand wash. *State size.*  
*Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Wt. 1 lb.*  
T 31 Y 3716—Lt. copen blue with navy sash . . . \$6.84  
T 31 Y 3717—Ivory beige with toast sash . . . \$6.84  
T 31 Y 3718—Black with black sash . . . \$6.84

Dresses on these two pages will be shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Order and pay postage from your Sears Mail Order House. How-to-measure information and charts in blue section in back of book.

You can OPEN a Sears Easy Payment Account if your order totals \$20.00 or more . . . See inside back cover

PCRMN  
ANDSLG SEARS 53

## Linen-Look Fashion Fabrics

\$5.84  
each



12 to 20  
14½ to 22½

10 to 18

**Flounced Dress** in rayon, acetate and 15% silk... a textured linen-look fabric. New eased silhouette; button front. Hand wash separately. Shpg. wt. 1 lb. 3 oz. Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½. State correct size.  
T 31 Y 3589—Med. spring brown  
T 31 Y 3590—Light blue  
T 31 Y 3591—Light Nile  
green.....Each \$5.84

**New Belted Suit-Dress** in linen-look rayon. Smart, unlined jacket is fashionably easy fitting... belt loops hold the belt in place. Slim skirt has back kick pleat. Dry clean.  
Misses' sizes 10, 12, 14, 16, 18. Order correct size.  
Shipping weight 1 lb.  
T 31 Y 3586—Rust tan  
T 31 Y 3587—Geranium rose  
T 31 Y 3588—Navy blue  
Each.....\$5.84

**Slim Dress** in fine pima cotton and Cupioni® rayon... a lustrous, shantung-textured fabric. White collar with black rayon grosgrain ribbon trim. Long back zipper; back kick pleat; 2-inch hem. Hand wash separately.  
Misses' sizes 10, 12, 14, 16, 18, 20. Order correct size.  
Shipping weight 13 oz.  
T 31 Y 3592—Medium gray  
T 31 Y 3593—Taupe brown  
Each.....\$5.84

**Youthful Sheath** in shantung-textured cotton and Cupioni® rayon. White polka dotted trim at front neckline. Back zipper; back kick pleat. Hand wash separately.  
Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. State correct size.  
T 31 Y 3583—Navy blue  
T 31 Y 3584—Lt. spring green  
Shpg. wt. 1 lb. ....Each \$5.84

## Cotton and Cupioni® Rayon

\$5.84  
each



12 to 20  
14½ to 24½

10 to 20

SHOWN ON  
OPPOSITE PAGE

**A** 2-Pc. Dress in woven check Arnel and cotton. Fitted jacket with cotton velvet trim. Slim skirt, back kick pleat. Hand wash separately.  
Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Shpg. wt. 10 oz.  
T 31 Y 3580—Brown, white  
T 31 Y 3581—Black, white  
State size.....Each \$5.84

**B** Step-in Shirtwaist in Arnel and cotton. Back of bodice has shoulder yoke, two buttoned tabs and center pleat. Convertible collar; 2-inch hem. Hand wash separately.  
State size. Shpg. wt. 1 lb.  
Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½.  
T 31 Y 3577—Light blue  
T 31 Y 3578—Pink  
T 31 Y 3579—Light spring green.....Each \$5.84

**C** Eased Shirtwaist in woven plaid Arnel and cotton. Button-down collar; roll-up sleeves; 2-inch hem. Belt incl. Hand wash separately. Hat sold in hat section. Wt. 11 oz.  
Fits Juniors and Misses...  
State size 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.  
T 31 Y 3114—Medium sage green and white....\$5.84  
T 31 Y 3115—Medium open blue and white....\$5.84  
T 31 Y 3116—Medium spring brown and white....\$5.84

**D** Classic Shirtwaist... 65% Dacron, 35% cotton. Roll-up sleeves; 2-inch hem. Hand wash separately... drip dry.  
Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½.  
State size. Shpg. wt. 13 oz.  
T 31 Y 3573—Turquoise blue and white stripes...\$5.84  
T 31 Y 3574—Rose pink and white stripes...\$5.84

**E** Scoop Neck Dress... 65% Dacron, 35% cotton in a warp-effect print. Gathered skirt; 2-in. hem. Hand wash separately... drip dry. State size.  
Misses' sizes 12, 14, 16, 18, 20. Shpg. wt. 13 oz.  
T 31 Y 3575—Turquoise blue, tan and green \$5.84  
T 31 Y 3576—Red, light blue and green.....\$5.84

**F** Pleated Skirt Dress in durable, 100% nylon taffeta. Excellent value! Hand wash alone; drip dry... pleats stay.  
Misses' sizes 12, 14, 16, 18, 20; Half sizes 14½, 16½, 18½, 20½, 22½, 24½. Order correct size.  
T 31 Y 3568—Orange, gold and brown print on white  
T 31 Y 3569—Turquoise blue and green print on white  
Shpg. wt. 10 oz. Each \$5.84

MEASURE... see blue section in back of book. Dresses on these 2 pages shipped from Philadelphia, Chicago, Kansas City or Atlanta, whichever is nearest. Allow postage from your Mail Order House



# Carefree ARNEL

in a 50-50 blend with cotton. A wonderful fabric that is wrinkle-resistant . . . needs little ironing

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each

# 65% Dacron\* . .

35% cotton . . shuns wrinkles, needs only touch-up ironing

\$5<sup>84</sup>  
each



B  
12 to 20  
14½ to 24½

A  
12 to 20  
12½ to 24½

C  
7-8 to  
17-18

D  
12 to 20  
14½ to 24½

E  
12 to 20

F  
12 to 20  
14½ to 24½

Nylon Taffeta . . \$5<sup>84</sup>  
touch-up ironing only!

\*Drapet T.M. for  
polyester fiber

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AMSLG SEARS 55





# Shirt-waist Dresses

in Cotton

only

**\$5.84**  
EACH



↑ **A** 14 to 20; 14½ to 24½

**B** 9-10 to 17-18

**C** 12 to 20

**A** Cotton Batiste . . . firmly woven fabric that needs little ironing. Coat-dress has tiny embroidered rosebuds on its collar and front . . . flaring, gored skirt. Washable. *Misses' sizes* 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *State size*. Shpg. wt. 12 oz. **T 31 Y 4517—Light blue. . . \$5.84**  
**T 31 Y 4518—Light Nile green. 5.84**

**B** 2-ply Rib Cotton Knit . . . very fine quality. Trim step-in sheath . . . eased back with inverted pleats and half belt. Skirt has back kick pleat. 2-in. hem. Hand wash. Shpg. wt. 1 lb. 1 oz. *Fits Juniors and Misses . . . State size* 9-10, 11-12, 13-14, 15-16, 17-18. **T 31 Y 4621—Light beige. . . \$5.84**  
**T 31 Y 4622—Peacock blue. 5.84**

**C** Cotton Print . . . needs little ironing. Step-in style; convertible collar. Gathered yoke, tab trim in back. Skirt of unpressed pleats. Hand wash dress and sash separately. Bow clip sold on page 10. *Misses' sizes* 12, 14, 16, 18, 20. *State size*. Shpg. wt. 1 lb. 3 oz. **T 31 Y 4598—Lt. blue on white. \$5.84**  
**T 31 Y 4599—Rose pink on white. 5.84**

**D** Combed Cotton Broadcloth . . . very fine quality. Full-skirted shirtwaist dress, step-in style, has back shoulder yoke with action pleats. Washable. *Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *State size*. Shpg. wt. 1 lb. 2 oz. **T 31 Y 4589—Sky blue. . . \$5.84**  
**T 31 Y 4590—Light green. . . 5.84**

**E** Cotton Chino . . . lustrous, little-iron fabric that resists wrinkles. Harmonizing cummerbund with white polka dots . . . gathered back shoulder yoke; kick pleat; 2-inch hem. Washable. *State size*. Wt. 1 lb. 3 oz. *Tall Misses' 12T, 14T, 16T, 18T*. **T 31 Y 4493—Light blue. . . \$5.84**  
**T 31 Y 4495—Sand beige. . . 5.84**

SHOWN OPPOSITE PAGE

**F** Tie Print . . . Everglaze® cotton with a soft luster. Bodice has double-breasted effect; multi-gored skirt. Washable. Shipping wt. 15 oz. *Half sizes* 16½, 18½, 20½, 22½, 24½; *Women's sizes* 38, 40, 42, 44; *Larger Women's* 46, 48, 50, 52. *State size*. **T 31 Y 4753—Peacock blue. \$5.84**  
**T 31 Y 4754—Rose red. . . 5.84**

**G** Houndstooth Woven Checkered Cotton . . . little-iron fabric, resists wrinkles. 2-pc. dress . . . top has tab trim. Back pleat; 2-in. hem. Washable. *Fits Juniors and Misses . . . State size* 9-10, 11-12, 13-14, 15-16, 17-18. For hat, see hat section. **T 31 Y 4504—Sun gold and white**  
**T 31 Y 4505—Black and white**  
Shpg. wt. 1 lb. . . . Each **\$5.84**

**H** Flowering Cotton Print . . . lustrous, little-iron fabric. Flounced sheath . . . cowl collar ties in back with shallow V neckline; back zipper. Hand wash separately. *State size*. *Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 12½, 14½, 16½, 18½, 20½, 22½. **T 31 Y 4602—Rose pink print**  
**T 31 Y 4603—Med. blue print on white. Wt. 14 oz. . . Ea. \$5.84**

**J** Pretty Princess Dress in fine combed cotton broadcloth . . . fresh touches of white at neckline and pockets . . . full gored skirt. Pin included. Washable. *Order correct size*. *Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. Shpg. wt. 1 lb. **T 31 Y 4615—Light blue. . . \$5.84**  
**T 31 Y 4616—Navy blue. . . 5.84**

**K** White Duco Dots spaced on cotton broadcloth. Long torso bodice has tucked hipband; unpressed pleated skirt. Back zipper, square neckline. Belt included. Washable. *Fits Juniors and Misses . . . State size* 9-10, 11-12, 13-14, 15-16, 17-18. Shpg. wt. 1 lb. 1 oz. **T 31 Y 4587—Red. . . \$5.84**  
**T 31 Y 4588—Black. . . 5.84**

**L** Tapestry Flower Print on little-iron cotton hopsack; resists wrinkles. Slim sheath . . . scoop neckline, back zipper, kick pleat; 2-in. hem. Washable. Jewelry sold on page 9. Shipping wt. 1 lb. 1 oz. *Misses' sizes* 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *State size*. **T 31 Y 4591—Geranium rose, gold and brown on lt. beige**  
**T 31 Y 4592—Turquoise blue and gold on lt. beige. Ea. \$5.84**

**M** Drip-dry Cotton Print . . . needs little ironing. Full skirt of stay-in pleats! Washable. *Order correct size*. *Misses' sizes* 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½. Shpg. wt. 1 lb. **T 31 Y 4610—Med. blue and green print on lt. blue. . . \$5.84**

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# Bright Cottons

Gay and flattering!

only  
\$5<sup>84</sup> EACH



F  
10 1/2 to 24 1/2  
33 to 44  
46 to 50

K  
9-10 to  
17-18

L  
14 to 20  
14 1/2 to 24 1/2

H  
12 to 20  
12 1/2 to 22 1/2

J  
13 to 20  
14 1/2 to 24 1/2

M  
14 to 20  
14 1/2 to 22 1/2



imagine.. only \$5<sup>00</sup> each



10 to 18  
\$5.00  
also  
12 to 16T  
\$5.50

10 to 18  
12½ to 22½  
\$5.00  
also  
30T to 44T  
\$5.50

16½ to 24½  
38 to 44

12 to 30  
14½ to 24½

12 to 20  
10½ to 24½

**White Duco Dots** printed on firmly woven textured rayon fabric. Smart slim dress... white embossed cotton undercollar... rhinestone pin and belt buckles. Long back zipper; back kick pleat; 2-inch hem. Hand wash separately. *State size.* Shpg. wt. 13 oz.  
T 31Y2110—Navy with white dots \$5.00  
T 31Y2111—Lilac with white dots 5.00  
*Tall Misses' sizes* 10, 12, 14, 16, 18.  
*Tall Misses' sizes* 12T, 14T, 16T, 18T.  
T 31Y2210—Navy with white dots \$5.50  
T 31Y2211—Lilac with white dots 5.50

**Shantung-textured Rayon** with white and dark color dots. Back zipper. Hand wash separately. Shipping weight 11 oz.  
*Misses' sizes* 10, 12, 14, 16, 18; *Half sizes* 12½, 14½, 16½, 18½, 20½, 22½. *State size.*  
T 31Y2112—Deep beige... \$5.00  
T 31Y2113—Light blue... 5.00  
*Tall\* Women's sizes* 38T, 40T, 42T, 44T. *State size.*  
T 31Y2712—Deep beige... \$5.50  
T 31Y2713—Light blue... 5.50

**88% Rayon, 12% Silk**... beautiful, textured fabric. Becoming coat dress with slightly flared skirt. Hand wash separately.  
*Misses' sizes* 16½, 18½, 20½, 22½, 24½; *Women's sizes* 38, 40, 42, 44. *State size.* Shpg. wt. 1 lb. 1 oz.  
T 31 Y 2850—Spring green (light)..... \$5.00  
T 31 Y 2851—Geranium rose (light)..... \$5.00

**Shantung-textured Rayon.** Print shirtwaist dress, easy-fitting 10-gore skirt. Hand wash separately.  
*Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½. *State size.* Shpg. wt. 11 oz.  
T 31 Y 2160—Navy; white, rose and pink print... \$5.00  
T 31 Y 2161—Spring brown (medium); white and orange print..... \$5.00

**88% Rayon, 12% Silk**, a smart textured fabric. Flattering princess dress, crisp white trim; flared 7-gore skirt. Back zipper. Hand wash separately.  
*State size.* Shpg. wt. 13 oz.  
*Misses' sizes* 12, 14, 16, 18, 20; *Half sizes* 14½, 16½, 18½, 20½, 22½, 24½.  
T 31 Y 2198—Light blue  
T 31 Y 2199—Cork tan  
Each..... \$5.00